Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

June 8, 1959
Volume 30 • Number 23
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Second Class Postage Paid at Chicago, Ill.

Copyright, 1959, by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

'Hoist on Petard' . . .

Latex Shifts Playtex Girdles to Bates Agency

Reach Keeps Rest of Account; Bates' Share to Bill About $4,000,000

NEW YORK, June 5—International Latex, which advertises 17 products, will move its Playtex girdles from Reach, McClinton & Co. to Ted Bates & Co. Sept. 1. The account was described as one that will bill $4,000,000 beginning next fall.

Reach, McClinton retains Playtex bras, Isodine antiseptic, gloves and family products and has been named to handle a new Latex product—probably one in the baby field—to replace its girdle loss.

Announcement of the switch to Bates was made by David Ketner, vp in charge of advertising for Latex, who joined the advertiser in 1955. Mr. Ketner previously had been with Bates as an account executive.

■ Charles Dallas Reach, chairman of Reach, McClinton, said the transfer of Playtex stemmed from a Latex change of policy by the corporation, which previously held to the idea of confining its products to one agency. The size of the over-all Latex billings—described as "over $10,000,000"—was

(Continued on Page 8)

Minor, Letscher Get Chrysler Corp. Posts; Dart Goes to Grant

DETROIT, June 4—Realignment of top merchandising positions in the new merged sales operations for Plymouth and DeSoto cars was announced today, with Jack W. Minor named director of marketing and Edward P. Letscher, general sales manager.

This was announced only three days after creation of the combined sales operation for these two Chrysler cars by Harry E. Chesebrough, Chrysler vp who heads the new sales division.

Mr. Minor has been tagged as one of the most promotion-minded young executives ever associated with Chrysler. He is 39 years old and entered advertising at the age of 20 with Loomis Advertising Agency, Kansas City, selling telephone directory yellow page advertising. After three years of naval service in World War II he came to Detroit and joined Transportation Advertising Co., where he rose to vp.

■ Mr. Minor first came in direct contact with Chrysler when he joined Grant Advertising in 1952. There he was credited with hooking up Dodge with Lawrence Welk as a television promotion. After 18 months with Grant he moved over to Dodge in 1953 as director of advertising and merchandising. He became general sales manager of Dodge in February, 1956, and general sales manager of Plymouth in July of the same year.

Mr. Letscher has been with Chrysler since 1947, when he

(Continued on Page 123)

DOMESTIC TRANQUILITY—*This ad for Seabrook Farms' frozen foods was used in the Chicago Daily News June 4 as the line was introduced in the Chicago market. Smith/Greenland, New York, is Seabrook's agency.*

Holland Resigns as Enloe Exec VP After Six Months

Ex-FDA Exec Reports 'Philosophic Differences'; Totten Leaves McAdams

NEW YORK, June 4—The ethical drug field is as volatile as ever.

Hard on the heels of last week's news that William E. Duryea is out as head of the professional division at Doherty, Clifford, Steers & Shenfield (AA, June 1) came this week's startling development: Dr. Albert H. (Jerry) Holland has walked out of Cortez F. Enloe Inc.

Dr. Holland's resignation was the big conversational topic among pharmaceutical admen, who were preparing this week to go down to Atlantic City for next week's

(Continued on Page 119)

Cheers, Boos Greet Newspaper Color Inc.

Dailies, Reps Invited to Join, but Some Reps Cry, 'Divisive,' 'All Wrong'

NEW YORK, June 4—It's a long time from January to June, but Newspaper Color Advertising Inc. began to roll this week.

Newspaper Color Advertising—a sales organization to promote and sell newspaper r.o.p. color—has been discussed for months (AA, Sept. 22, '58). Its future never looked more bleak than it did at the January meeting of the Newspaper Advertising Executives Assn. in Chicago, a meeting which saw the movement to launch a "third selling force" by the American Assn. of Newspaper Representatives.

■ Newspaper Color Advertising shapes up this way: Four representative company presidents announced its incorporation, and will be directors: Frank McFadden, George McDevitt Co.; J. Rufus Doig, O'Mara & Ormsbee; Peter Benziger, Ridder-Johns, and J. L. Ferguson, Sawyer-Ferguson-Walker Co.

F. Bourne Ruthrauff, former senior vp of Ruthrauff & Ryan and later vp of Erwin Wasey, Ruthrauff & Ryan, will be president.

Mr. Doig is chairman of the board. NCA is negotiating with a Chicago agency executive to work with Mr. Ruthrauff in setting up the New York organization, and then in establishing a Chicago office.

NCA will be owned by newspaper representatives and newspapers which wish to participate in ownership. The stock availability formula is based on the cost of a color page in relation to the total cost of a color page in all newspa-

(Continued on Page 122)

Suppliers Asked to Ante Up for AANR's Color Meeting Fund

NEW YORK, June 5—The American Assn. of Newspaper Representatives will ask some 75 suppliers of equipment for newspaper color printing for $5,000 donations to pay for the 1959 R.O.P. Color Conference. In addition, the AANR has asked many newspapers to contact at least 12 or more of their suppliers in order to get the "cooperation" of the suppliers in the fund raising project.

In a two-page letter to be sent to suppliers on June 9, Howard C. Story Jr., chairman of the R.O.P. Color Conference of AANR, explains that it will cost a lot of money to put on the conference, set for Sept. 29 in New York, Mr. Story, who is secretary-treasurer of Story, Brooks & Finley, says in his letter, in part:

■ "Naturally, this requires money and lots of it (more than the representatives can afford). I have discussed this problem with various publishers and they feel that you, as a major supplier of materials for newspaper printing and production, have as big a stake in this as any of us.

"To do the job correctly, we

(Continued on Page 122)

ILGWU Budgets $3,000,000 Over Next Three Years

Ad Fund to Give 'Status' to Union Label Is Seen as Permanent Effort

NEW YORK, June 4—The International Ladies Garment Workers Union, in a move perhaps unprecedented in labor history, has established a permanent ad fund of more than $1,000,000 a year to support advertising and promotion of the union label.

The ad fund received unanimous membership approval at the ILGWU's recent convention in Miami.

Some 450,000 members of the rank and file will pay 25¢ a month—$3 a year—in additional dues to support the $1,000,000-plus budget, ADVERTISING AGE learned this week. Monthly dues in the union average from $3 to $5, depending on the member's local.

■ While technically the ad and promotion fund is in effect only during the three-year period between ILGWU conventions, union officials said approval by the rank and file of higher dues assessments gives the measure more or less permanent status.

In March ILGWU's president, David Dubinsky, announced the promotional budget would be put before the union membership as a

(Continued on Page 119)

C&O Seeks New Agency as Conahay Takes Over N. Y. Central from JWT

CLEVELAND, June 4—The Chesapeake & Ohio Railway, which is now billing about $300,000, will leave Robert Conahay Inc. after Sept. 30 as a result of that agency's acquisition of the New York Central Railroad account.

Asked if the C&O's move stemmed from a conflict, Walter S. Jackson, advertising manager, told ADVERTISING AGE, "You could call it that; but if my agency comes up with some good railroad ideas, I don't want to share them 50-50 with somebody else."

Earlier, Mr. Conahay, whose shop has had the C&O for eight years, had indicated it was possible that the C&O-Central conflict might be resolved.

Mr. Jackson said he has not yet made a decision on which agency the C&O will roll into, but he has "been doing some investigating" and has "about half a dozen agencies in mind."

■ Meanwhile, the Conahay shop already is working on promotion plans for the New York Central, an account which had been with J. Walter Thompson Co. The Central was said to be billing about $300,000.

Robert Conahay, agency president, said his shop bills about $2,000,000 annually. He said his clients include 4711 Cologne; the state of New Jersey; U. S. Trucking Corp., and Pittston Co. Mr. Conahay has been described as a friend of Allan Kirby, executive committee chairman of the New York Central and head of the Alleghany Corp., a holding company which controls the Central. A spokesman for the Conahay agency said, "We'd never have gotten the Central if we hadn't done so well for the C&O." #

Checker Names Roche, Rickerd for New Car Line

KALAMAZOO, MICH., June 2—Checker Motors Corp., which will begin marketing a new line of four-door passenger cars called Superba this year, reportedly will break an advertising campaign in automotive trade publications within several weeks designed to enlist dealers to handle the cars.

Roche, Rickerd & Cleary, Chicago, was awarded the Checker advertising account this week. The agency, which will handle the account out of Chicago, will handle

(Continued on Page 119)

Last Minute News Flashes

Linco Shifts from Henri, Hurst to D'Arcy

CHICAGO, June 5—D'Arcy Advertising has been named as agency for Linco Distributing Corp., which was purchased last week by Climalene Co., Canton, O. (AA, June 1). D'Arcy is Climalene's agency. Linco, which bills about $200,000, previously was handled by Henri, Hurst & McDonald.

Weigert, Barbet Leave Regal to Head Telescreen

NEW YORK, June 5—Two of the principals in the barter tv agency, Regal Advertising Associates, Charles Weigert and Sidney Barbet, vps, have resigned to take over the direction of Screen Gems' new tv swap subsidiary, Telescreen Advertising. Ten re-run series will be offered stations, and time secured will be sold to advertisers. Regal, which is owned principally by Exquisite Form and Silfskin, two of its clients, is in the process of reorganization. At the reins of the agency, at least temporarily, is Robert Soloff, president, who previously spent most of his time at Exquisite Form as treasurer.

Oscar Mayer Drops Agency; Asks Eight to Bid

CHICAGO, June 5—Oscar Mayer & Co., meat packer, has dropped Wherry, Baker & Tilden (now Baker, Tilden, Bolgard & Barger), and has asked eight agencies to supply information on facilities, staff, etc. The account bills more than $1,500,000. The company said it is leaving Wherry, Baker, which had the account for ten years, because it wanted a larger agency "with more facilities."

(Additional News Flashes on Page 123)

TV Nets Find Few Summer Sales as Advertisers Estivate in Re-runville

British Comedian Is Rare Exception to Lack of Fresh Programming

NEW YORK, June 5—Advertisers with extra summer dollars on their hands would have no trouble spending them on the television networks.

They can take their choice of about two and a half hours of nighttime on Columbia Broadcasting System or a good deal more than that on American Broadcasting Co. or National Broadcasting Co., where no specific hour count has been made on the sustaining gaps in the warm weather schedule. Whenever there is this much time available, there are undoubtedly bargains to be had by aggressive traders.

The network salesmen, for the most part, have their attention riveted on fall. There are no signs that they have been making any exceptionally enticing offers to lure reluctant advertisers out during the vacation season. Some of the agencies queried said they hadn't received any attractive propositions yet, but that they expect to if big chunks of time remain unsold. Most of the agencies queried had no clients with extra summer money available; most of their major tv clients are set to go throughout the summer with film or tape repeats of their regular series, vacation substitutes, or, in a few cases, fresh programming for their continuing regular series.

■ There has, however, been a trickle of summer money flowing in. Five Day Deodorant Labs, maker of 5 Day deodorant pads, is in for its usual warm weather campaign. This company will co-sponsor ABC's "Leave It to Beaver," starting July 2.

On CBS, Purex Corp. has bought Fridays at 8:30 p.m., EDT, July 24 through Sept. 25. The show had not been selected as this story went to press. P. Lorillard (Newport cigarets) signed "The Lineup" for a 12-week run starting July 2. S. C. Johnson & Son, which has been an alternate on "Zane Grey Theater," will take on a weekly summer schedule, featuring its waxes, cleaners, deodorants and insecticides.

Summer sales reported by NBC include brief runs for Flit on the "David Niven Show" and "Cimarron City," for Sergeant's dog food on "Masquerade Party" and for GE's major appliances on "M Squad" and the Robert Cummings telecast.

Herminio Traviesas, vp and manager of the radio-tv department at Batten, Barton, Durstine & Osborn, said NBC had suggested

(Continued on Page 94)

West Coast Fluffy Distributor Names Coast Office of L&N

SAN FRANCISCO, June 3—Jack Sassard, manager of advertising and sales promotion here for the Schilling division of McCormick & Co., Baltimore, has announced the appointment of Lennen & Newell, San Francisco, to handle advertising for Fluffy instant mashed potatoes.

The Schilling division handles distribution of McCormick products in all areas west of the Mississippi River. Beaumont & Hohman is agency for the coffee, teas,

(Continued on Page 121)

Stars Gain, Re-runs Hold, New Shows Are Perilous for Summer Sponsors, Nielsen Says

CHICAGO, June 5—How can an advertiser solve his network tv summer programming dilemma?

- Should he continue to spend $100,000 a week on talent and production, when he knows the viewer level is bound to go down as the thermometer rises?
- If possible, should he program re-runs of his regular series and thereby save on the talent budget?
- Or should he put in a summer replacement show and give the high-price regulars—and his budget—a breathing spell?

■ A. C. Nielsen Co. this week released a study of summer program performance that may help each sponsor to answer this question for himself. The study compares share of audience rankings for winter (January-February) and summer (July-August) shows in 1958.

To make this analysis the research company divided last summer's network tv fare into three groups: (1) Continued winter format using new material; (2) reruns, repeating telecasts of selected winter episodes and (3) replacements, usually lower cost shows, substituted for the winter programs.

After the arithmetic was finished, this was what Nielsen had to report:

"Of the 15 shows using new material through the summer, seven showed at least a 5% improvement, seven maintained winter share levels and only one showed a 5% decline. The average increase was 7%.

■ "Forty-three of the 47 programs using re-run telecasts [of their own series] performed within 5% of, or had better than, winter share levels. Only four programs showed audience share losses of more than 5%.

"The 15 summer replacement programs as a group fell 18% below the share performance of the winter program they replaced. Only one summer replacement ['Buckskin'] showed a gain in share of audience. The remaining 14 summer replacements showed losses of from 5% to 47% in share when compared with the performance of the winter shows they replaced."

Several in this latter group were

(Continued on Page 124)

Dowd Dix Henrikson

AT MARKETING MEETING—*James Dowd, assistant manager, market development, Air Reduction Co., chairman of recent meeting of New York chapter of American Marketing Assn., at which Arthur H. Dix, vp in charge of research, Conover-Mast Publications, was the guest speaker (see story on Page 76), and Carl H. Henrikson, vp, Crossley S-D Surveys, chapter president, and vp-elect of the national AMA organization.*

$1,000,000 Ad Budget (and No Salesmen) Keeps Murine's Big Lead in Eyewash Field

CHICAGO, May 26—Murine Co. furnishes a good example of how advertising can successfully replace a selling force—even in the highly competitive drug-cosmetic field.

Murine Co., leading maker of eyewash (the company prefers to call it eye lotion), dropped its sales staff in 1948. At that time the company had ten or 11 "detail" men, who made regular calls on optometrists, druggists, barbers and other retail outlets.

Since that time, Fred C. Reeves, sales manager, has been the only salesman on the company's payroll. And his job has been one of contacting and keeping in touch with Murine customers, rather than selling them. (He is not related to George C. Reeves, vp and general manager of the Chicago office of J. Walter Thompson Co., which handles Murine's advertising.)

About 75% of Murine's sales are made by drug wholesalers and rack jobbers, and the remaining 25% consists of direct sales from Murine to retailers. About 15% of all Murine sales are made outside of the U.S.

Distribution has never been a problem for the company, which has had national and foreign distribution for many years. Murine, which has almost 100% distribution in U. S. drug stores, does an estimated 70% of its sales in these outlets. Food stores, variety and department stores account for the remaining 30% of Murine sales.

An advertiser since the turn of the century, Murine started using national advertising in the early 1920s, with a budget of less than

(Continued on Page 116)

Seeman, Seabrook Agency Lineup Is Unchanged: Winokur

BRIDGETON, N. J., June 3—Samuel Winokur, president of Seabrook Farms Co., said today that the new management plans to stick to Seabrook's present agency lineup.

Mr. Winokur became president of the frozen food packer following the acquisition of majority control by Seeman Bros., New York (AA, June 1).

Mr. Winokur told ADVERTISING AGE that Smith/Greenland Co., New York, will continue as the agency for Seabrook products, and Kastor, Hilton, Chesley, Clifford & Atherton will remain as the Snow Crop agency.

He added that Seeman plans to keep the White Rose tea account at Anderson & Cairns.

■ Mr. Winokur also made it clear that the new management is vitally interested in continuing the program designed to establish Seabrook as a major brand in the frozen food field. "If anything, we want to do more of this," he said. #

Aeronaves Airline, Manger Hotel Chain Set Joint Campaign

NEW YORK, June 3—The Manger hotel chain and Aeronaves de Mexico have combined forces for a joint Manger-Mexico Fiesta promotion during June and July.

An $85,000 newspaper and magazine campaign will highlight a contest in which eight expense-paid trips to Mexico will be awarded. The winners, drawn from entry blanks available in Manger hotels, will fly Aeronaves to Mexico City and stay at the El Presi-

(Continued on Page 124)

NIAA Units in East Will Back Revamp Proposals

NEW YORK, June 3—Apathetic is the word that describes the reaction of most members of National Industrial Advertisers Assn. to the proposed plan to change the association's name, increase dues, improve chapter liaison and admit sustaining members (AA, May 4).

The New York, New Jersey, Philadelphia, Pittsburgh and Boston chapters, while objecting to some features of the reorganization plan, are all expected to support its adoption at NIAA's annual convention on June 14-17 in San Francisco. (*For other news of the NIAA proposals see story on Page 116.*)

John Freeman, NIAA president, said that so far as he knows only three chapters have registered objections to the reorganization plan —Chicago, Hamilton, Ont., and Rockford, Ill.

"Despite these and a few other objections to certain of the proposals, such as higher dues and sustaining memberships," Mr. Freeman said, "we expect the proposals will be voted in at the San Francisco convention."

■ While the executive committee of the New York chapter has instructed its delegates to the convention to support the proposals, they will do so with reservations and voice objections to dropping the word "national" from the association's name.

John deWolf, vp of G. M. Basford Co., and president of the New York chapter, summed up the chapter's attitude this way: "We're for it generally, but question the name change. We regret higher dues, but see no way to avoid this; we have no objection to admitting sustaining members."

Few of the rank and file members of either the New York or New Jersey chapters were either interested in or too familiar with the proposed changes when questioned today.

N. Y. SUGGESTS NAME BUT WILL BUY PACKAGE

NEW YORK, June 4—In a letter dated June 1, addressed to all chapter presidents of National Industrial Advertisers Assn. by John DeWolf, vp of G. M. Basford Co. and president of the New York chapter, explains the chapter's position on the proposed reorganization of NIAA.

"At its recent executive committee meeting," Mr. DeWolf wrote,

(Continued on Page 124)

Kleppner Ganger Weiss Clifford Cunningham

AGENCY HEADS PICK WINNERS—*The panel that selected Michigan Consolidated Gas Co.'s "hot water" car card as the National Assn. of Transportation Advertising's "car card of the year," were: Otto Kleppner, partner, Kleppner Co.; Robert M. Ganger, chairman, D'Arcy Advertising Co.; Sidney M. Weiss, exec vp, Mogul, Lewin, Williams & Saylor; Donald K. Clifford, chairman, Doherty, Clifford, Steers & Shenfield; and J.P. Cunningham, chairman, Cunningham & Walsh. Bank of America, Pepsi-Cola, Life Savers received honorable mention.*

James T. Aubrey Jr.

Aubrey Believes He'll Free Cowan for More Creative Work at CBS

NEW YORK, June 4—Tv's behind-the-scenes spotlight this week was focused full force on James T. Aubrey Jr., the new exec vp of CBS Television network.

Not since Sylvester L. Weaver Jr. and his program team left NBC has there been so much speculation about an individual appointment, its significance, ramifications and repercussions. There has been a great deal of talk about what this move means for the industry generally, as well as for the company directly involved.

The reasons for the intense interest are obvious: (1) Most people are convinced that Mr. Aubrey is slated for still bigger things at CBS-TV; (2) his appointment has triggered a major program management shakeup.

So far three executives have left the programming department—Hubbell Robinson Jr., longtime program chieftain at CBS and now a packager with a big Ford series coming up on NBC; Harry Ommerle, No. 2 man to Mr. Robinson at CBS, who has not announced his plans, and Thomas H. Ryan, general executive in the programming department, who is going to work with Mr. Robinson.

■ What kind of person is this Jim Aubrey whom everybody is talking about?

In keeping with the current fad in network management, he's young—40. He's a product of the CBS company development school, having, like many top men at the

(Continued on Page 30)

Persons Agency Opens; So Does New McCarty Unit

NEW YORK, June 3—The tangled New York affairs of the McCarty Co., Los Angeles, were straightened out a bit this week with the formation of two new agencies here.

The company formerly doing business here as McCarty Co. Advertising Inc. was renamed Persons Advertising Inc., the name on the door standing for Howard Persons, president. Offices will remain at 122 E. 42nd St.

Meanwhile, two former top vps of McCarty Co. Advertising—Robert Holley and Gene Thomas—announced the establishment of the McCarty Co. of N. Y. Inc., a subsidiary of the Los Angeles agency. The new McCarty shop will have office at 60 E. 56th St.

Mr. Holley will be exec vp and Mr. Thomas vp of the new McCarty branch. Both are presumed to be taking business with them from the old McCarty shop. Mr. Holley's principal contribution is Hambro Automotive Corp., importer of the British Motor Corp. Cars (Austin, MG, Morris, Riley and Austin

(Continued on Page 121)

Nucoa Returns to D-F-S from Guild, Bascom

GB&B Keeps Skippy; Shift Seen as Result of Buy by Corn Products

NEW YORK, June 4—Dancer-Fitzgerald-Sample, which got Best Foods' Nucoa margarine early in 1954 and lost it in 1957, has been named to handle the spread again.

Dancer, which also handles the client's Hellman's mayonnaise, among other products, succeeds Guild, Bascom & Bonfigli, which retains Skippy peanut butter. Nucoa billings were said to range from $1,000,000 to $1,500,000.

Best Foods, which spent about $10,000,000 annually on advertising before its merger last year with Corn Products Refining Co., is now the Best Foods division of Corn Products. The latter also puts about $10,000,000 into promotion.

[One of the most unusual promotions that GB&B dreamed up for Nucoa was an ill-fated skywriting campaign set to come off in New York in July, 1957. The skywriter was supposed to goof and spell Nucoa in several different ways, none of them correct. But weather difficulties goofed up the goofy spellings.]

Last July Corn Products officials said it was too early for changes in agency product assignments, but observers thought a realignment was quite likely later on, to achieve coordination of advertising of the various product lines.

■ Best Foods agencies at the time were Dancer-Fitzgerald-Sample; Guild, Bascom & Bonfigli; Sullivan, Stauffer, Colwell & Bayles, and Foreign Advertising & Service Bureau. Corn Products had C. L. Miller Co.; Donahue & Coe; McCann-Erickson; House of J. Hayden Twiss, and Robert Otto & Co. #

Agency Man Plans Chain Letter Push to Get Copywriters

CLEARWATER, FLA., June 4—Down here it gets awful hot at times. The sun broils the whitewash off the stucco houses, the air goes stagnant and a hush falls over the land.

It is perhaps in such an atmosphere that Richard S. Perry, creative director, Wesco Advertising, got his big idea to offset a shortage of qualified creative people (*i.e.*, copywriters).

Nodding over his typewriter one day, Mr. Perry suddenly snapped awake. "Why not a chain letter using copywriters?" he asked a fly crawling up the ceiling.

■ His plan is simple though. Circulate a chain letter among agency owners. Instead of sending a dollar to the name on top of the list, the agency sends one of its copywriters. When the sender's name reaches the top of the list, he will be deluged with more than 1,000 copywriters—all sizes, shapes and sexes, Mr. Perry says (somewhat ambiguously).

"I realize there will be some agency officials who will try to cheat," he mused. "That is, they will neglect to send a copywriter. But that is dirty pool, and such men will be found out fast because most copywriters are garrulous. Should this happen, the agency official would be sent comptrollers instead of copywriters. That should be warning enough," Mr. Perry warned.

Then he and the startled fly went back to their dozing. #

DIRECT LINE—*At the Design Engineering Show, Philadelphia, Armstrong Cork Co. installed a Plexiglas telephone booth with a direct line to its research center in Lancaster, Pa. A visitor was able to get detailed chemical and physical information by using the booth.*

U. S. Steel to Push New Cars in Fall TV Special

PITTSBURGH, June 3—The automobile industry will get a major assist from U. S. Steel Corp. next fall in the introduction of its 1960 models.

The steel company will preempt the time it usually devotes to an hour dramatic show on CBS-TV to present a special program to salute its best customers—the auto makers.

Plans are still in the formative stage, but if possible all the new models will be shown during the comedy-variety special to be aired Oct. 21 at 10 p.m (EST). Commercials as well as the program will point up the relationship of the car to the American family.

■ Sid Caesar will headline the show, which will star Audrey Meadows, Tony Randall and a still to be selected vocalist-commedienne. The program is expected to begin with a satire of the automobile, *circa* 1900, and end with a scene showing the cars of the future. The show will be produced by Sid Caesar's own company, Shellrick Corp., in conjunction with Talent Associates.

This will be the first time that U.S. Steel has devoted an entire program to the auto industry, although it featured the new 1959 models in a tv commercial early this year. During the past couple of years, the steel maker has saluted the appliance industry, during the pre-Christmas selling season. Tv commercials in this promotion were built around the theme: "Make hers a White Christmas—give her a major appliance."

Batten, Barton, Durstine & Osborn is U.S. Steel's agency. #

Blakey Joins Terry, Gray

Donald Blakey, formerly with the Phil Gordon Agency, has joined Terry, Gray-Schwartz & Harris, Chicago agency, as an art director. Ron Terry Productions and Gray-Schwartz agency joined forces in January to form the Terry, Gray-Schwartz & Harris agency.

Talco Appoints Weir

Talco Engineering Co., Mesa, Ariz., a subsidiary of Gabriel Co., Cleveland, has appointed Weir Advertising, Los Angeles, to handle its advertising. Weir has moved to a new location at 3142 Wilshire Blvd.

Publishers Wait Congress Action on Guarantee Fund for Overseas Ad Pay

Program Absorbs Loss in Foreign Money; Called 'Best Buy' in Propaganda

WASHINGTON, June 3—The publishing industry is waiting uneasily to see whether the Senate appropriations committee brings about full restoration of the international media guarantee program, a program which enables publishers to operate throughout the world without incurring currency conversion problems.

In the 11 years since its inception, the program has cleared the way for the sale of $40,000,000 of American periodicals, books and films, which otherwise might have been impossible. With the cost to the taxpayers estimated at less than $10,000,000 (less than $1,000,000 a year), its supporters say it is the best value the public gets, in terms of an overseas information program for "the American way of life."

The program is, in a sense, an insurance plan designed to assure private U.S. media people that their foreign sales will yield dollars. Under the program, our government is not buying or selling anything. It merely makes it possible for U.S. publishers to sell abroad by promising to convert blocked foreign currencies into U.S. dollars.

Altogether, the government has put about $28,000,000 into the program, to buy "blocked" amounts earned by overseas sales of publishers and others who have obtained guarantee contracts.

Often the U.S. government is able to use the blocked money for its own expenses or for assistance in the country which issued the money. Sometimes, however the U.S. already may have more of a particular currency than it can use; on these occasions it is unable to dispose of the currency or must sell it at a loss.

Because the government isn't always able to use all the blocked money it takes in under the media guarantee contracts, the fund has been depleted by about $10,000,000 since its inception. While it has received about $800,000 in "premiums" from business men who "buy" its "protection," the administration goes to Congress annually for additional working funds with which to bolster the guarantee revolving fund.

■ Recently when the administration asked Congress for $3,500,000 to bolster the program's working funds, the House trimmed the amount to $2,500,000. Since the government doubts that the program can continue at its present rate unless the full $3,500,000 is authorized, the administration is expected to seek help from the Senate when the U.S. Information Agency's 1960 budget goes before the Senate appropriations committee.

Altogether, according to Robert

(Continued on Page 106)

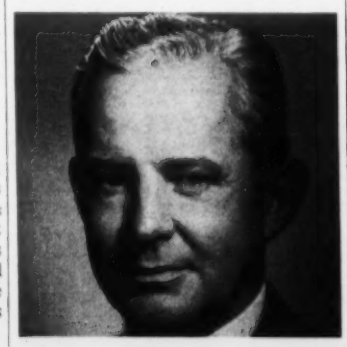
Upjohn's War on Stamps Goes Back to Maryland Courts

BALTIMORE, June 3—The Upjohn Co., which is suing the Peoples Service Drug Stores in U.S. district court, alleging violation of fair trade laws through issuance of trading stamps, will first have to pursue the case in Maryland state courts, according to an opinion by Judge R. Dorsey Watkins.

Upjohn claims that trading stamps issued by the drug chain for drugs and toilet articles protected under fair trade acts, violate both federal and state laws. Judge Watkins ruled that the case should first be tried on the state level before it is brought into the federal courts.

Upjohn will contend that trading stamps actually constitute a discount which in effect lowers prices of their products below established fair trade minimums.

Attorneys for Peoples Service Drug will continue their arguments that the trading stamps are given for prompt payment, that they constitute sales promotion and are too small a discount to be considered an injury to the plaintiff. In addition to claiming that trading stamps do not constitute a violation of fair trade laws, the defendants will seek to test the validity of Maryland's fair trade laws. #



RUSSELL ZIEGLER *has been appointed director of advertising and public relations of Cluett, Peabody & Co., succeeding George A. Phillips, who has been assigned to special projects for the vp of Arrow domestic operations. Mr. Ziegler has been with the company since* 1932.

Cultivate 'Jingly' Susceptible Teens, Fitz-Gibbon Says

NEW YORK, June 3—Bernice Fitz-Gibbon, whom "nobody but nobody" could undersell once upon a time, did some strong, sharp selling for *Seventeen* today.

Speaking to some 1,500 leading store executives at *Seventeen's* back-to-school fashion show at the Waldorf-Astoria, Miss Fitz-Gibbon, now an advertising and merchandising consultant, sailed along under a real stiff breeze.

"You know you can't sell anybody anything unless he has both—the yen and the sen, the desire and the dollars, the longing and the lure, the compulsion and the cabbage. Because what profiteth you if people have the scratch but don't have the itch to own?

■ "You will say, 'But everybody wants things.' Yes, but not hard enough to open their wallets. Almost 9,000,000 teen-agers want things hard. And that can't-do-without urge, along with the $4 billion they have to splurge on the urge, makes them a store's gold mine.

"Sure, momma's got shekels, poppa's got shekels, all God's chilluns got shekels—but the chilluns, they got shekels to spend. Mommy-and-daddy money is no good to you. It's tight money. It's not all lovely and loose and jingly like teen-age money.

"It's tied up. Its all spent before poppa's paycheck comes home—

(Continued on Page 124)

Ciba Uses Big Words in Unique 'for Docs Only' Drug Ads on TV

NEW YORK, June 5—For the first time in the history of pharmaceutical advertising, a prescription product is being promoted on tv.

This may, in fact, be the first time a prescription product has ever been promoted in any consumer medium.

The advertiser is Ciba Pharmaceutical Products, which has a test program, "This Week in Medicine," running on tv stations in Miami, Dallas, Kansas City and Binghamton, N. Y.

The 15-minute program, being presented in early morning hours, consists of a roundup of medical news and is slanted completely to doctors. The general public is not invited to tune in, and Ciba hopes that the highly technical language it uses on the program will discourage all but doctors from watching.

The program, in its test stage, includes restrained, informational "commercials" (Ciba doesn't like to use this word) for Essidrix, a Ciba anti-hypertensive drug.

This will be a four-week test. The first of the programs was presented this week. On three of the stations the program is scheduled before 8 a.m.; on the fourth it will be presented on Sundays at 10 a.m.

■ Ciba explained that this new approach is an attempt to break the log jam in advertiser-to-doctor communications. With doctors inundated with direct mail, Ciba is attempting to reach them via this special tv effort.

Ciba is sending a questionnaire to doctors in each of the four cities, asking for reactions. The company said today it already has received preliminary results and that they are favorable.

Sudler & Hennessey is Ciba's agency on this test campaign. #

Programatic Names Esau

John Esau, formerly eastern sales manager of Programatic Broadcasting Service, New York, has been named to the new post of national sales manager. Added to the company's New York sales staff were Robert H. Prater, previously in the marketing department of Benton & Bowles, and Frederick E. Riker, formerly advertising manager of the *Savings Bank Journal*.

NBC Boosts Fromm, Liotti

Wilbur M. Fromm, who will continue his duties as manager of advertising and promotion at NBC Spot Sales, New York, has also been named to the new post of manager of sales development and promotion for the radio-tv station representative. Anthony Liotti, now supervisor of research, has been promoted to manager of research.

Highlights of This Week's Issue

The top 100 national advertisers of 1958, according to dollar expenditures in major media has been compiled by ADVERTISING AGE *from various measuring sources* ..... **Page 100**

Checker Cab Co. names Roche, Rickerd & Cleary to handle advertising for new line of passenger cars ..... **Page 1**

Newspaper Color Advertising, a sales organization to promote and sell newspaper r.o.p. color, gets rolling ..... **Page 1**

Chesapeake & Ohio to leave Robert Conahay Inc., after Sept. 30, seeks new agency, after Conahay acquires New York Central account ..... **Page 1**

Time availabilities on network tv are plentiful during the summer as sponsors sit back and let the re-runs run ..... **Page 2**

Murine Co. finds it can dispense with its salesmen, bank on advertising to get its product into various retail outlets **Page 2**

Members of the National Industrial Advertisers Assn. in the East are, for the most part, apathetic to name-chance proposal ..... **Page 2**

Lennen & Newell's San Francisco office is named to handle West Coast advertising for Fluffy instant mashed potatoes by western distributor of product ..... **Page 2**

Manger Hotel chain and Aeronaves de Mexico get together for joint Manger-Mexico Fiesta promotion during June and July ..... **Page 2**

Dancer-Fitzgerald-Sample regains the Best Foods' Nucoa margarine account from Guild, Bascom & Bonfigli ..**Page 3**

Publishers wait to see if Congress will bring about full restoration of the international media guarantee program, which is called U. S. "best buy" in propaganda ..... **Page 3**

Short on copywriters? Then Richard Perry, Wesco creative director, has an idea by which you can get your fill of copywriters through an unusual chain of circumstances ..... **Page 3**

U. S. Steel Corp. sets fall drive on CBS-TV show to present 1959 automobiles ..... **Page 3**

New postal rate increase is more likely now that Senate has voted to keep "public service" appropriation down to $37,500,000 instead of $172,000,000 asked for by the President ..... **Page 6**

KPIX, San Francisco, launches elaborate public service program which will dispense with conventional "time units" ..... **Page 10**

Brands build turnover, profits for grocery stores, This Week Magazine study shows ..... **Page 33**

Film distributors and producers are urged to band together to promote their medium by Leslie L. Dunier, radio-tv vp at Mogul, Lewin, Williams & Saylor ..... **Page 43**

Most rural agency is George Eschbaugh Advertising, located on a farm in the middle of the Kansas wheat fields ..... **Page 46**

Trouble with odd-size space in picture magazines, says Andy Armstrong, is that you never know what the editor is going to fill the rest of the space with ..... **Page 88**

Bill to extend a state ban on alcoholic beverage advertising to tv, newspapers, magazines and periodicals is killed in North Carolina legislature ..... **Page 93**

British Overseas Airways Corp. launches ad with a "blank" picture ..... **Page 96**

A couple of mugs yearning for the good old days help sell Utica Club beer ..... **Page 102**

Advertising Club of Denver urges controls to guarantee truthfulness of optometrist ads, not ban on price ads ..... **Page 106**

FIGURES TO FILE

Department Store Sales .... **Page 26**
Top 100 National Advertisers ..... **Page 100**
Network Gross Time Charges ..... **Page 106**
Media Guarantee Payments ..... **Page 106**

REGULAR FEATURES

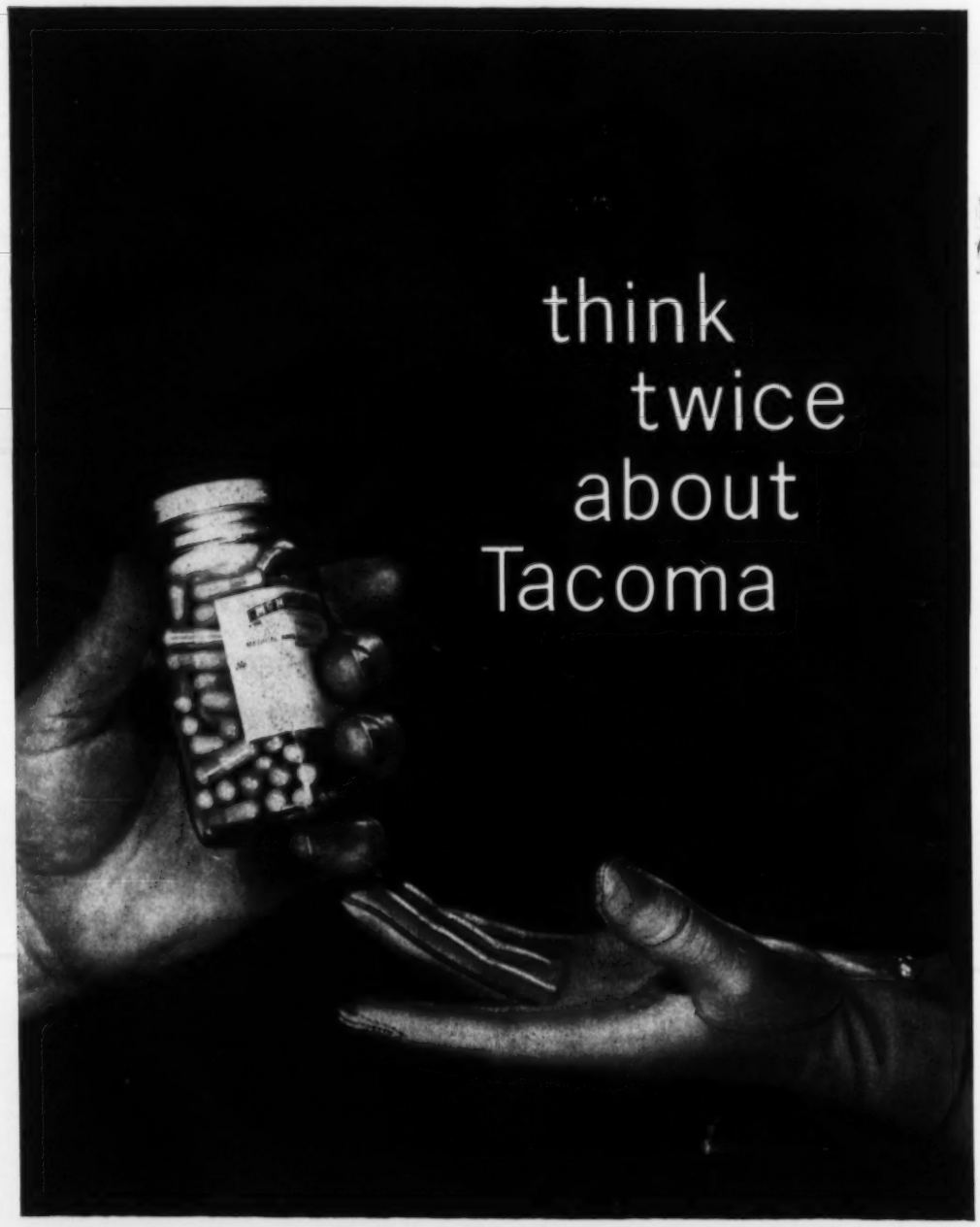
Advertising Market Place 120
Agencies Ask Us 84
Art Director's Viewpoint 88
Coming Conventions 70
Creative Man's Corner 82
Drawthinks 86
Editorials 14
Getting Personal 18
Learning from the Retail Ads 86
Looking at Radio and Television 84
Obituaries 22, 24
Photographic Review 98
Production Tips 66
Rough Proofs 14
Salesense in Advertising 88
This Week in Washington 6
Voice of the Advertiser 112
What They're Saying 14

Cahners Names Johnson

Ned Johnson, formerly director of Cahners Publishing Co., Boston, has been appointed publisher of the company's *Metalworking*, a new position. Before joining Cahners two years ago, Mr. Johnson was Moore Publishing Co. vp.

K&E Gets Pablum Products

Mead, Johnson & Co. has appointed Kenyon & Eckhardt, New York, as the agency for Pablum products division, which includes cereals, juices and baby biscuits. Keyes, Madden & Jones, Chicago, is the previous agency.



More than 68,000 families, who buy 16% of all drug items sold in the Puget Sound Circle, can not see your advertising unless it's in the Tacoma News Tribune

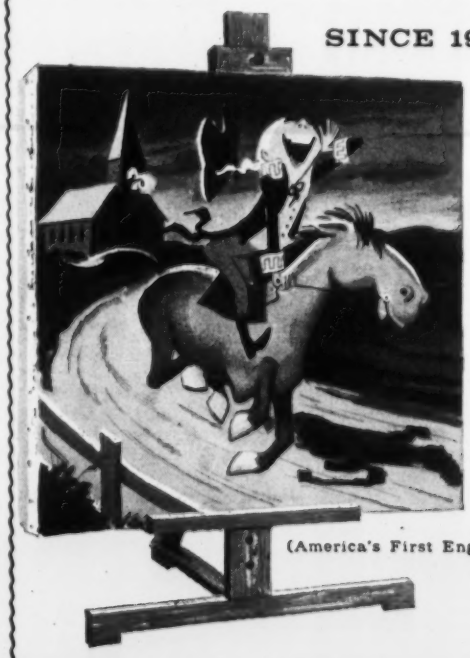
QUICK FACTS: Total population of the Tacoma Metro Area, 324,200. Retail Sales, $344,163,000. The Tacoma News Tribune is the only daily with *selling* coverage in this important market. (News Tribune coverage 81%; Seattle evening daily 2%; Seattle morning daily 12%.)

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

SPREADING THE NEWS

SINCE 1922



by **DAY** and **NIGHT**

(America's First Engraver)

REVERE PHOTOENGRAVING CO.

WAbash 2-8816

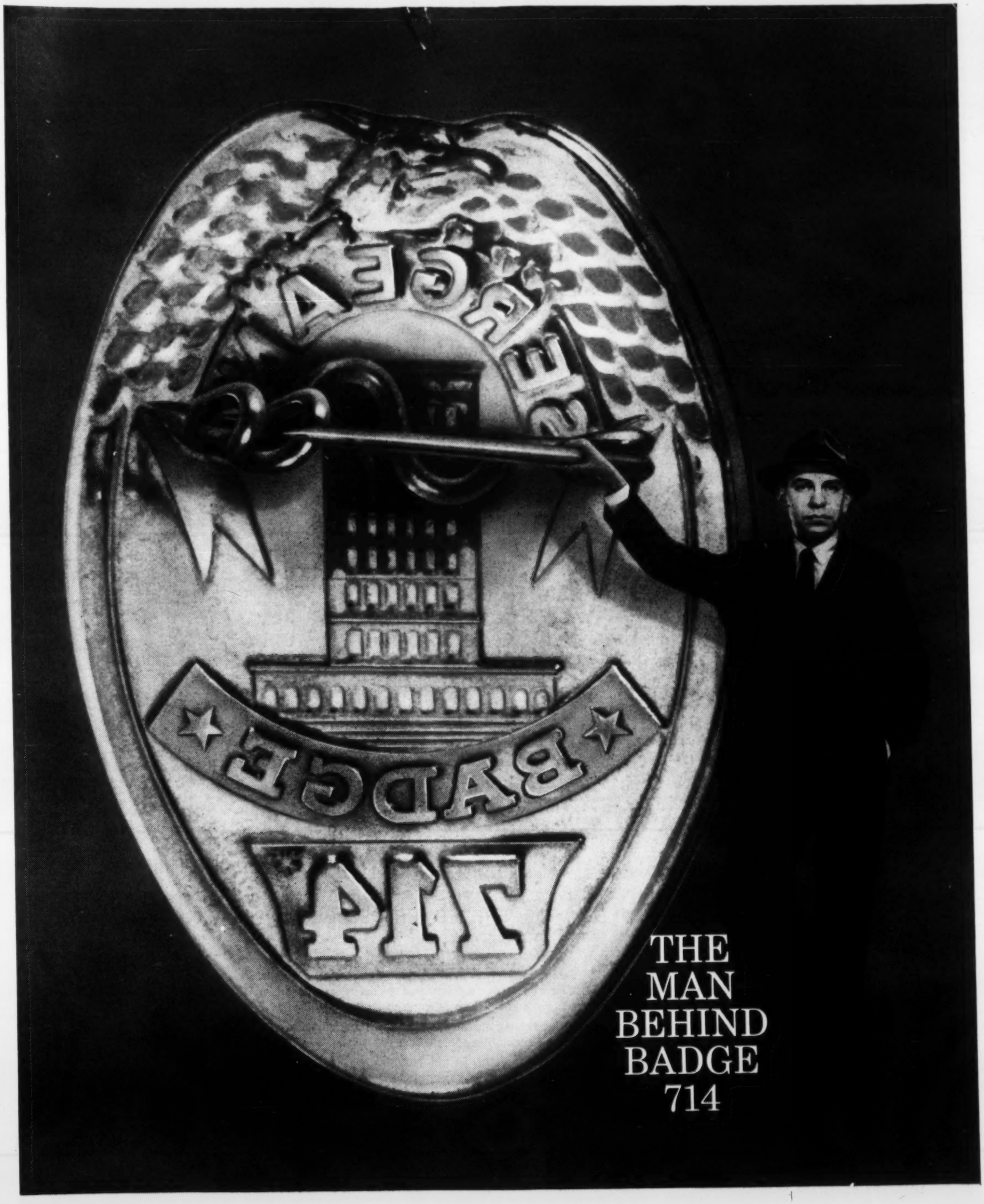
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

He's Joe Friday. On CNP's **BADGE 714.** He works only for you, in your market, starting this Fall.

NBC TELEVISION FILMS–A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.



This Week in Washington . . .

How Much P.O. Cost Is Chargeable to Mailers, How Much 'Public Service'?

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 4—The case for another postal rate increase is more impressive now, thanks to a Senate roll call the other day, which arranges the department's books to show a prospective deficit of nearly $500,000,000 for the coming year.

As submitted by President Eisenhower in January, the budget showed a $350,000,000 loss for the Post Office. The deficit was held to this level because the President expected Congress to appropriate a $172,000,000 "public service" contribution. This represents the sum he estimated as reasonable reimbursement to cover losses incurred from handling certain subsidized classes of mail.

Later, however, Postmaster General Arthur Summerfield and the budget chief, Maurice Stans, passed the word that the President's estimate of "public service" costs was far too high. Using their own method of computation, they decided that $36,000,000 was all the government should rightfully pay. And they confused the House to the point where it finally decided not to vote anything at all.

■ In the Senate this week, the appropriations committee recommended $37,500,000. Sen. Olin D. Johnston (D., S. C.), chairman of the post office and civil service committee, was so upset that he took the floor to say that the Senate ought to vote $172,000,000 or nothing at all.

With unanimous backing from his committee—which handles postal legislation—he contended $37,500,000 is only a token contribution by the government. Speaking as the man who invented the idea of a "public service" contribution, he argued that the committee's proposal would shift back on postal patrons millions of dollars of expense which is incurred because Congress wants to provide service for certain communities, rural residents and other classes of mail user, regardless of cost.

In the end, he went down to a humiliating 34-30 defeat, before a coalition consisting of appropriations committee leaders, conservative Democrats, Republican Senate leaders and absentees (34 senators failed to vote).

At the height of the debate, Sen. Everett Dirksen (R., Ill.), the minority leader, sounded the call to arms for those who wanted to hold the fund to $37,500,000.

"Who will be the beneficiaries?" he demanded. "The magazine publishers, the advertisers and the distributors of circulars in the mail will be the beneficiaries, and the taxpayers will pay the freight. I for one," said Sen. Dirksen, who is sponsoring the administration's current rate increase bill, "will not put that burden on the taypayer."

Parcel Rate Hike Cleared

Considering the hard feeling generated on the Senate floor the other day when the administration steamroller flattened Sen. Johnston, Postmaster General Summerfield can hardly expect a warm reception when—or if—the post office and civil service committee decides to consider his request for further rate increases.

However, Mr. Summerfield apparently has moved to nail down at least one immediate rate increase—parcel post. His request for an $85,000,000 hike in parcel post rates had been tied up in the Interstate Commerce Commission since early this year, after mail users argued that the size of the parcel post deficit can't be determined until Congress completes work on the President's request for a $172,000,000 postal "public service" contribution.

But this week, when a House-Senate conference committee drafted the final version of the department's appropriation for 1960, Mr. Summerfield arranged for inclusion of a special section specifying that parcel post is always to recover its full cost, regardless of subsidies given for other classes of mail.

Market Study Gets Reprieve

The Agriculture Department may remain in the market research business after all, thanks to the Senate appropriations committee.

When the department's budget was before the House earlier this year, members were uneasy about the list of "blue chip" trade associations which have been getting consumer preference studies free from the department. In the end the House said the associations should pay for their own studies and that the Department of Agriculture should use its money for something more directly connected with the public welfare.

Senators apparently did not share this indignation. On the initiative of the Senate appropriations committee a $294,000 fund for consumer preference studies has been restored. The issue will have to be resolved by a House-Senate conference.

FCC Marks 25th Birthday

The Federal Communications Commission, which celebrates its 25th birthday June 19, numbers among its commissioners two who were rank-and-file civil servants when the commission opened for business in 1934. Commissioner Rosel Hyde, who was confirmed for a new seven year term this week, came to FCC as an attorney from the old Federal Radio Commission and remained with FCC throughout its 25 years. Commissioner Robert T. Bartley was director of the commission's original telegraph division, then left for non-government employment, returning as a commissioner in 1952.

Two other FCC commissioners formerly had staff jobs. T. A. M. Craven started as chief engineer in 1935 and served as a commissioner from 1934 to 1944. After a try at private engineering practice he returned to FCC again as a commissioner in 1956. Frederick W. Ford's career also includes service on the FCC staff, starting in 1947. After serving as FCC's chief hearing examiner, he shifted to the Department of Justice for a brief period, returning to FCC as a commissioner in 1957.

Which Hues Safe to Use?

Secretary of Health, Education and Welfare Arthur Flemming is prodding Congress to go ahead on legislation authorizing the Food & Drug Administration to fix safe "tolerance" levels for coal tar dyes and other colors.

He points out that existing law prohibits use of any "unsafe" dye, but that scientists agree many dyes are "safe" in the minute quantities that are required for food or cosmetic purposes.

Approval of the legislation, generally favored by industry groups, would eliminate many embarrassing situations, such as the recent announcement that many common yellow colors can no longer be used in cosmetics. #

A MESSAGE ON "TOGETHERNESS" FOR THE ADVERTISING MAN!

There's that word again, BUT on those special jobs for the client —as on a bicycle built for two—you may want assistance.

If you can use someone who can professionally apply specialized talents and facilities to help you (the agency that's going places), let's get together.

Jam Handy is in business to help you help your client.

Take that job on your desk now or the one coming in tomorrow. If there's a message to dramatize, a new development to explain, a logo or a new package design to establish—we can help.

Motion pictures, animated commercials, visual promotion aids are just a few of the specialities of this house.

For complete details on cost, production and quality—contact

The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

A message to advertisers about THIS WEEK Magazine:

"IT has been our experience that a good product advertised regularly in THIS WEEK Magazine is thoroughly 'pre-sold' to the consuming public. That is why THIS WEEK advertised products get good shelf position in our stores."

L. B. Smith, Jr.
President, Thorofare Markets, Inc., Murrysville, Pa.
(54 stores. $109,079,519 annual volume)

To Move Goods Fastest...Buy The Big One

This Week MAGAZINE

Kauffman Resigns as Merchandising Chief at Revlon

NEW YORK, June 4—Revlon Inc. sells a men's product called Top Brass, but this week another type of top brass was reverberating at Charles Revson's company.

Jack Kauffman, who joined in January as merchandising vp with a long-term contract, has resigned. He had left a top spot at Colgate-Palmolive Co. as director of marketing for the household products division—to come to Revlon where he was placed in charge of marketing, packaging, market research and display.

Jack Kauffman

At the same time, ADVERTISING AGE learned that Lou Pacent has resigned his post as vp for manufacturing. A few weeks ago (AA, May 11) Melvin Birnbaum resigned as exec vp of the Knomark Inc. subsidiary where he had been for 13 years, the last three and a half in charge of marketing. Revlon bought Knomark in November, 1957.

■ Mr. Kauffman would not make any comment concerning his resignation and has not decided on his future plans. His Revlon contract was understood to be for more than two years and to have included profitable stock options.

His duties have been assumed directly by Charles Revson and there was no report on a successor.

The Kauffman departure is the latest in a "grand march" that goes back several years—most of which has been attributed to clashes with Charles Revson, the tough, hard-driving president who runs a highly successful company to suit himself.

Here are some of the other people who have left Revlon in the last three and a half years. It was widely thought that disagreement with Charles Revson was the main reason for most of these departures:

• Brothers Joseph Revson, board chairman, and Martin Revson, exec vp. Joseph is now retired. Martin, who collected something like $7,000,000 when he sold out to Charles one year ago, has become active in investments. Currently, he is thought to be one of the very largest stockholders in Rexall Drug Co.

• Charles J. Kushell Jr., financial vp, who is now with Montgomery Ward & Co. as financial vp.

• George Abrams, advertising vp, now president of the cosmetics and toiletries division, Warner-Lambert Pharmaceutical Co.

• Andrew A. Lynn, formerly vp in charge of sales, now vp in charge of domestic marketing at Chesebrough-Pond's.

• Charles R. Ruston, former assistant to Mr. Lynn, who succeeded him and who is now on the national marketing committee staff of Max Factor & Co. Mr. Ruston held the post for about six months and was succeeded by George Kirk last July.

• Robert Bragarniek, formerly vp in charge of merchandising (the post Mr. Kauffman resigned), now vp in charge of marketing at Joseph E. Seagram & Sons.

• Charles T. Rabkin, formerly assistant vp in merchandising and new product development, who went to the then Emil Mogul Co.

• Peter Ripps, who succeeded Mr. Bragarnick and then went to Ogilvy, Benson, & Mather.

• Bob Armstrong, Revlon international vp, now president of Wortheimer, Freres Inc., export company for the Chanel and Bourjois lines.

• Edmund Buryan, Revlon international vp, now market-vp at W. A. Sheaffer Pen Co.

• Joseph Salganik, former sales manager, who went to Hazel Bishop Inc. as exec vp, a post he has since left.

• Alfred Roberts, former drug division vp, now president of Sofskin.

• Allen Drew, former controller.

This list is far from complete. It does not include about a score more of advertising and sales people and departmental heads. Considering the present affiliations of most of the expatriates above, it may have been rough at Revlon but it wasn't without its ultimate rewards. #

BUY K*LL*G—*Starting in June Kellogg will use outdoor posters like this in major metropolitan markets throughout the country, gaining the effect of extra dimension with bold, uncompleted trade name script in the background behind the products pictured.*

Lee Forms Unit to Publish Dailies Added in Anaconda Buy

MADISON, WIS., June 4—Lee Newspapers, a group of 10 midwestern newspapers in five states, becomes one of the nation's largest in terms of number of papers published—18—with the purchase this week of eight Montana daily newspapers from Anaconda Co.

The giant mining company got out of the newspaper business after 60 years as a publisher with the sale to Lee for a reported $6,000,000.

Anaconda has been criticized in the past for its diversification so far removed from its mining and smelting operations. The Anaconda papers last year netted a reported $183,411.

Don Anderson, publisher of the *Madison State Journal* here, will be president of a new operating company, Lee Newspapers of Montana, Butte. #

Olin Mathieson Boosts Hunter

Henry H. Hunter has been promoted from director of public relations to director of communications of Olin Mathieson Chemical Corp., a new post. He will supervise advertising, public relations and stockholder relations for the corporations and all its divisions.

King Joins McCann, Detroit, to Work Buick Account

DETROIT, June 4—McCann-Erickson, pouring it on in the interests of its heavy Buick account, continued to beef up the service group in the Detroit office this week by acquiring the services of a Detroit veteran in the automotive field, Thomas J. (Tim) King, who has been a senior vp and member of the executive committee of D.P. Brother & Co. and supervisor of that agency's GM accessory accounts, of which AC Spark Plug is the heaviest.

■ Mr. King will be a vp and management service director for the Buick account, splitting the load with Myron C. McDonald, McCann vp, who has been handling both the creative and service organization staffs of the Buick account group.

Mr. King has a background of full familiarity in the GM family, especially in Flint, the home of both Buick and AC. He has been with Brother since 1954, and has been a vp there since 1955. He was made a senior vp during February of this year.

■ Other changes in the Buick account service group announced in Detroit in the last few weeks include R. Thomas Brogan named print advertising executive. He has a background with the agency as field service representative and with the Chrysler account which it formerly held; Charles P. Flynn, moved from New York to Detroit to supervise Buick radio and tv advertising, and John C. Vivian, former Detroit copy chief on Buick, who is now Opel car account executive.

None of these, however, are new names on the McCann-Erickson roster. #

Pearson Names Henze President; Boosts 3 Others

Raymond P. Henze Jr. has been named president of John E. Pearson Co., New York, radio-tv station representative. A vp, Mr. Henze joined the company in 1951 as a sales executive. He replaces John E. Pearson, who moves up to chairman of the board.

Named executive assistants with broader duties and more territory to cover were James B. Bowden, head of the Chicago office; Robert M. Baird, head of the Atlanta office, and John E. Palmer, head of the San Francisco office.

Shattuck Tests Merchandising in N. Y. Supermarkets

NEW YORK, June 4—Latest developments in the new merchandising promotions being tested in supermarkets in this area include:

• The opening yesterday in a Safeway supermarket in Springfield, N.J., of 50′ of display space by Frank G. Shattuck Co., operator of 48 restaurants and eight retail shops under the Schrafft name, for the sale of Schrafft brand frozen foods, baked goods and candies.

• A similar display of Schrafft products was launched May 27 in an H. C. Bohack supermarket in Manhasset, Long Island, N.Y.

• Another display of Schrafft products will be tested June 10 in another Bohack supermarket at East Hills, Long Island, N. Y.

• Vim Electric Co.'s concession for the sale of electric appliances in the same Safeway supermarkets in Springfield, N.J. (a suburb of Newark), launched in mid-May (AA, May 25), will be continued indefinitely, a spokesman for Vim said, and plans are being made to open similar concessions in other Safeway outlets in the New York area.

■ Robert Wish, Vim's advertising manager, said that the sale of appliances by Vim in the Springfield, N.J., Safeway store will continue to be supported by "consistent advertising in New York and New Jersey newspapers."

These include, in New Jersey, the *Newark News* and the *Newark Star-Ledger*, and in New York, the *New York Mirror, News, Post* and *Times*. (In AA's May 25 story, the *New York Daily News* and *Newark Star-Ledger* were omitted from the Vim media list, inadvertently.)

Vim places its advertising directly.

■ The experiment of selling Schrafft products in supermarkets is being supported by local newspaper and radio spot advertising, which Shattuck Co. also handles directly.

For the Safeway experiment in Springfield, the company will use, through June, the *Maplewood-South Orange News-Record, Millburn-Short Hills Item, Newark News, Newark Sunday News, Newark Star-Ledger* and *Springfield Sun*, plus seven radio commercials daily for six weeks on WNTA, Newark.

For the Long Island marketing tests, the newspapers include the *Long Island Press, Manhasset Mail, Manhasset Press, Newsday* and *Roslyn News*, plus 16 commercials daily over WHLI, Hempstead, N.Y. These will run through June up to the July 4 pre-holiday shopping period. #

Couldn't Be Done; Haddix Did It, L&M Commercial Gloats

NEW YORK, June 4—If you've been feeling sorry for that almost perfect game pitcher Harvey Haddix had, you can stop now.

Twelve flawless innings weren't enough to win a game for the Pittsburgh hurler, thanks to an error on the part of his team mates and a solid hit by Milwaukee's Joe Adcock in the 13th.

But it was enough to enable Mr. Haddix to pick up some extra television loot. This week he provided the hook for a timely L&M cigaret commercial on the Jimmy Rodgers telecast (NBC). Dancer-Fitzgerald-Sample decided that Mr. Haddix's feat was a natural for the L&M "They said it couldn't be done" series. #

Latex Shifts Playtex Girdles to Bates Agency

(Continued from Page 1)

cited as the reason for the split.

Mr. Reach said the company pointed out that "the account is growing; we need two sets of advertising brains; one agency can't handle 17 products."

Ironically, when Mr. Reach—then head of Charles Dallas Reach Inc.—first landed a piece of International Latex, in 1951, he solicited the account on the basis that it needed more than one agency. He won Playtex infants' wear division from Foote, Cone & Belding. By November, 1956, he had gathered in all Latex products still with Foote, Cone.

■ "Hoist on my own petard," said Mr. Reach today. He explained that his sense of well being was put only slightly off balance by the Latex decision. "We keep Playtex bras, and that's a $4,000,000 account by itself. And we hold onto Isodine and the glove and the family products, and we get a new product. It all adds up to $6,000,000 in billings.

"I say, congratulations to Bates, with whom we share another account—Minute Maid." (Reach, McClinton has Minute Maid's Hi-C division.)

■ In 1957, Latex made a barter deal with C&C Television Corp. which guaranteed the advertiser ten 60- and 20-second announcements a day on about 100 stations for five years in return for $20,000,000, plus a percentage of Latex's sales resulting from increased advertising.

In October '57, Edward D. Madden—now vice-chairman of Geyer, Morey, Madden & Ballard, but earlier vp of International Latex—disclosed that Latex had been using a ten-man advertising agency unit within the corporation to service the tv spots. He said no other agency operation had worked on the barter end of the Latex account. The unit—which had reported directly to Mr. Madden—created and produced Latex commercials, handled scheduling and functioned in a station relations capacity.

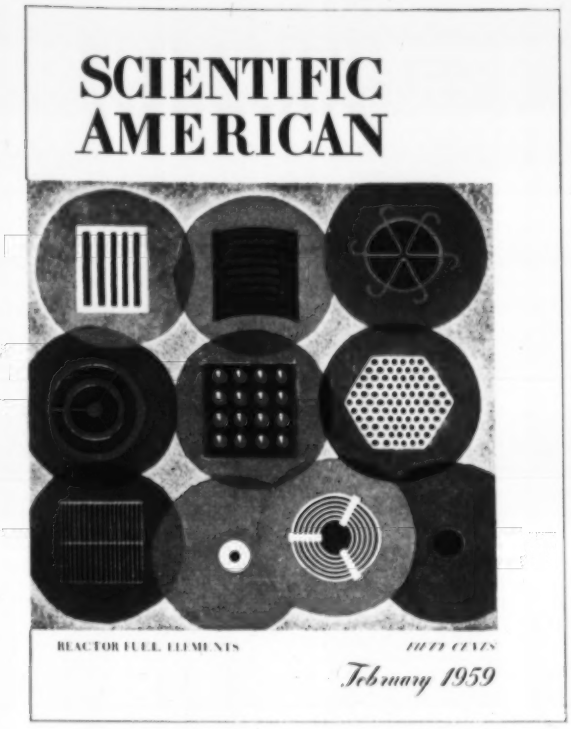
In November, 1957, the advertiser assigned this commercial production operation to Reach, McClinton, while the mechanics of the arrangement continued to be handled by the client's advertising department. At that time, the company was placing about 5,800 spots a week on tv stations throughout the U. S.

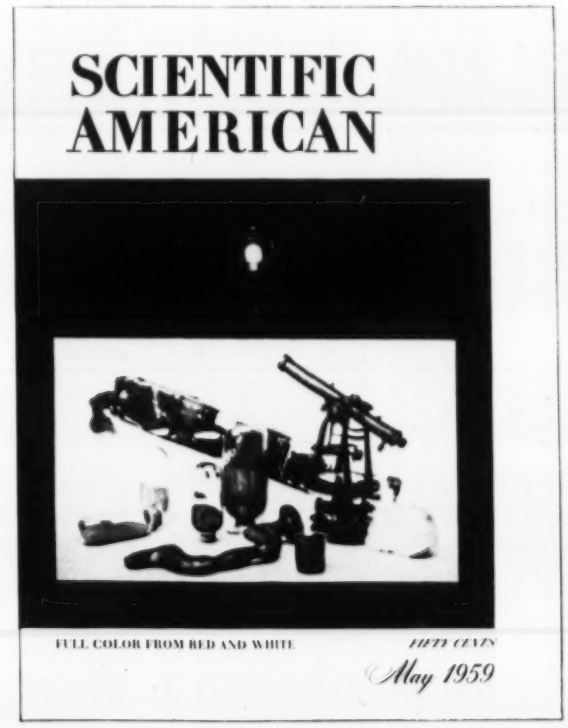
■ The Latex schedules via barter have now completed nearly three years of the five-year deal.

Latex advertising on a non-barter basis was with Reach, McClinton throughout. According to TvB figures, International Latex spent $5,678,510 last year in spot tv; Playtex girdles got $1,796,050 of this total and Playtex bras $1,427,780. International Latex does not show up in the 1958 compilation, "National Advertising Investments," put out by Leading National Advertisers Inc., which covers advertisers spending $25,000 or more last year in magazines, supplements and network tv. #

Thacker Company Opens

A new advertising representative company, Thacker Co., has been opened in Los Angeles by H. James Thacker, former Pacific Coast manager of Western Dailies and Texas Daily Press League. Offices are at 1330 Wilshire Blvd., Los Angeles.





Eleven years ago we believed that there was a place in this nation for a magazine of science. We believed then that the motive force of modern civilization was science. Can anybody doubt this today?

As publishers of SCIENTIFIC AMERICAN, we wished to provide a mirror which would reflect the advances of all branches of science and technology. Our assignment was, and is, the universe. Our authors have explored the universe from the basic particles of matter to the farthest galaxy, from the interior of the living cell to the peaceful applications of nuclear energy. To this task our editors have lent all the techniques of modern journalism, from clear prose to fine art. They have, moreover, related the new knowledge of science to the work of industry, to the affairs of state, and to the daily lives of men. They have produced a magazine so closely attuned to these relationships that our circulation now exceeds 200,000.

Our readers are the men of Technical Management — engineers, research scientists and technical executives. Over the past decade their scientifically trained intelligence has gathered ascendant importance in our economy. Today, no other group has their professional authority in choosing what industry buys. Their interest in the editorial content of SCIENTIFIC AMERICAN is matched by their attentiveness to messages from advertisers who understand them and understand their unique role in American industry.

SCIENTIFIC AMERICAN, INC.
415 MADISON AVE., NEW YORK 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

Ciba Organizes Eidophor Inc. in Closed-Circuit Tv Venture

Ciba, giant Swiss chemical and pharmaceutical producer, has entered the closed-circuit television business with the formation of a new U.S. company, Eidophor Inc. Ciba predicts that it will "revolutionize the closed-circuit tv business" because of its Eidophor projector, which uses an independent light source instead of a television tube.

The company claims that the Eidophor can project a picture "of almost unlimited size and brightness" and can produce "the best quality color pictures available in the tv industry today." Teletalent Inc., New York tv producer, will produce the Eidophor programs. There are no plans at the moment for Eidophor advertising.

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 107 William
Chicago 175 W. Jackson
San Francisco 100 Bush St.

Feinstein Forms Service for Soft Goods Brands

Milton Feinstein, who was formerly in charge of the advertising department of Chadbourn-Gotham Sales Corp., has formed a new product promotion service specializing in special events promotions for brand names manufacturers in the soft goods industries.

Designed solely for brand name companies, the plan incorporates advertising, sales promotion and public relations, in affiliation with Freeman-Halpern Associates, 1790 Broadway, New York.

LaRoche Names Three VPs: Moroz, LaRoche and Greig

C. J. LaRoche & Co., New York, has appointed three department heads vps. They are Paul Moroz, vp in charge of research, Chester R. LaRoche, vp in charge of media, and Humboldt Greig, vp in charge of tv and radio time buying. Mr. Moroz and Mr. Greig have been with the agency since 1956. Mr. LaRoche, the son of Chester J. LaRoche, board chairman, joined the agency in 1953.

Hockaday Adds Two Accounts

Hockaday Associates, New York, has been named to handle advertising for the Woolsuede division of Felters Co., South Boston, and Scarves by Vera, Ossining, N.Y., maker of scarves, draperies and table linens. Anderson & Cairns formerly handled Woolsuede, maker of wall coverings, draperies and upholstery fabric. Sutnar-office is the previous agency for Scarves by Vera.

Beyea Leaves Otto to Join Gotham-Vladimir Advertising

Archibald L. Beyea, a veteran executive with Robert Otto & Co., New York, has resigned to join Gotham-Vladimir Advertising, New York, where he will be a vp and account executive. Mr. Beyea, a past president of the Assn. of International Advertising Agencies, was with Otto for 18 years.

Donald Paris Joins L&N

Donald M. Paris, formerly a sales executive with Lever Bros. Co., J. B. Williams and Hudson Pulp & Paper, has joined Lennen & Newell, New York, as merchandising and marketing executive on the Eastco Inc. account.

Seiger Moves to Boyle-Midway

Ben M. Seiger, formerly marketing director and executive assistant to the president of Pharmaceuticals Inc., has been appointed director of marketing services of the Boyle-Midway division of American Home Products.

KPIX Public Service Broadcasts to Drop Time Unit Format

SAN FRANCISCO, June 2—An ambitious new, year-around concept of public service programming involving "Man-1959, an Appraisal," has been launched by KPIX, San Francisco television outlet of the Westinghouse Broadcasting Co.

"Fully aware of the role tv must play through the dissemination of knowledge necessary for a greater understanding of man and his problems, KPIX will embark on the biggest public service programming project it has ever attempted," said Louis S. Simon, general manager.

The project will involve a series of programs, not limited by conventional time units, devoted to an appraisal of man and his relation to himself and to his family, community, nation, world and universe.

The first program unit in the project, according to KPIX program manager Ray Andrew Hubbard, will be a conversation on "expression" between Wanda Ramey and tv dramatist Rod Serling, in which Mr. Serling speaks frankly and openly of the "problems and pleasures" of writing for television.

■ Messrs. Simon and Hubbard both declared the station will, "if necessary to do the job," break any and all tv taboos and traditions. One such tradition is the matter of putting programs together on the basis of time segments.

"We are going to be dealing with ideas," Mr. Hubbard said, "many of them in highly controversial fields. And if we feel that we need an hour and 22 minutes to accomplish our objective, that's the length the program will run.

"Some of our activity in this year-around effort may never be reflected on Channel 5 presentations. They may be in-the-community activities, such as a program we are developing for use by the public schools of Northern California to teach children safety."

A major segment of the project will be devoted to "attempting to learn why San Francisco, one of the most beautiful cities in the world, is also, by the record, one of the sickest cities in the U.S., with the highest suicide rate, the greatest number of alcoholics, etc."

Other topics to be covered in the series are government, the law, the value of knowledge and learning, and America's need for scientists. #

Parrish Promotes Frei

Amos Parrish & Co., New York, has appointed George M. Frei assistant vp and assistant director of the design division in charge of production. He has been senior designer in charge of planning and will continue in that capacity.

Siesel Agency Names Two

Gerald Frieze, formerly with Wesley Associates, has been named art director of Harold J. Siesel Co., New York. The agency has promoted Elin Corey to account executive.

Feist to Robert Whitehill

Nathan Feist, formerly head of his own agency, has joined Robert Whitehill Inc., New York, as vp in charge of new business.

Ehrlich, Neuwirth Adds 1

Gimbels Home Food Plan, New York, has appointed Ehrlich, Neuwirth & Sobo, New York, to handle its advertising.

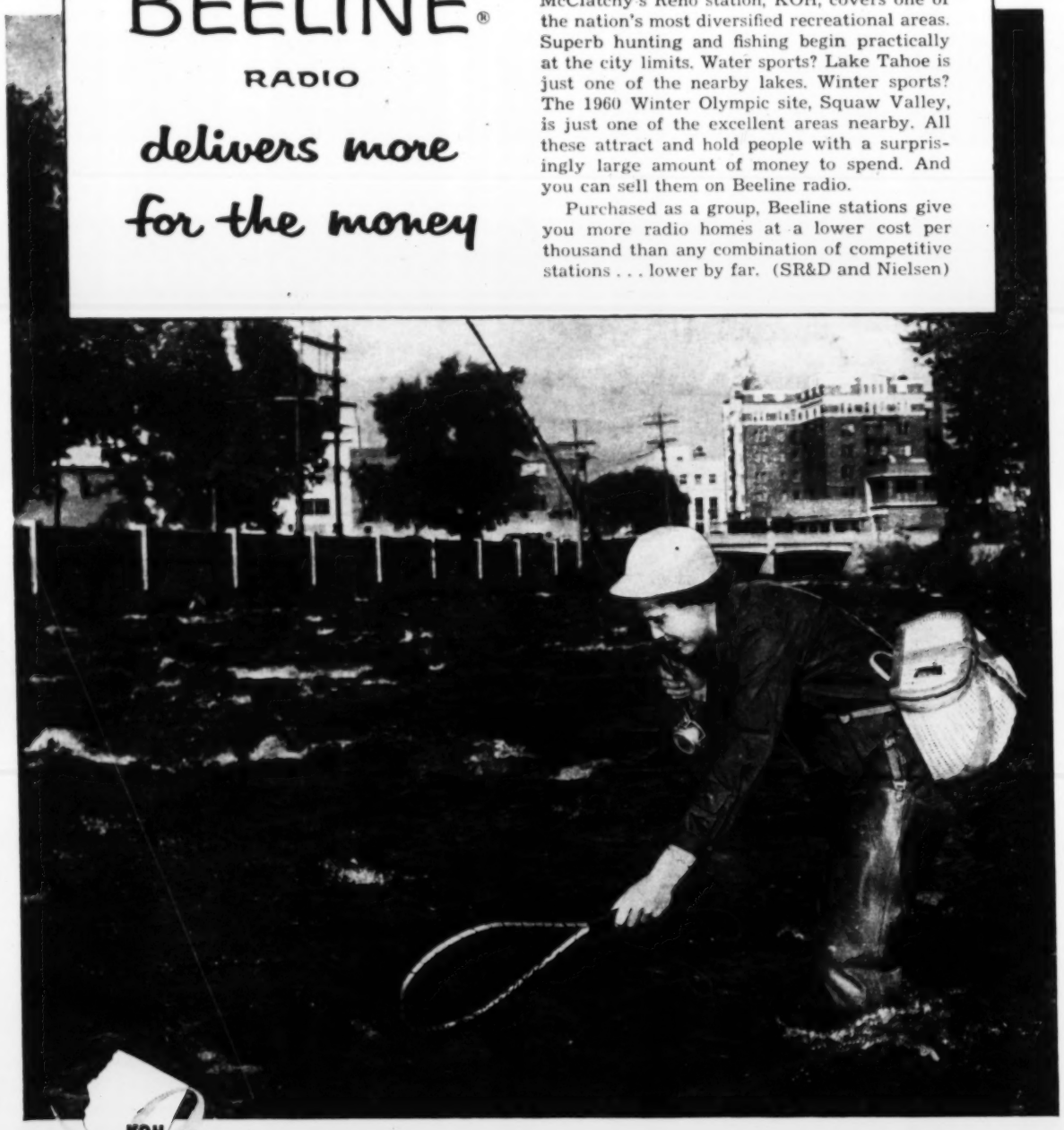
IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

McClatchy's Reno station, KOH, covers one of the nation's most diversified recreational areas. Superb hunting and fishing begin practically at the city limits. Water sports? Lake Tahoe is just one of the nearby lakes. Winter sports? The 1960 Winter Olympic site, Squaw Valley, is just one of the excellent areas nearby. All these attract and hold people with a surprisingly large amount of money to spend. And you can sell them on Beeline radio.

Purchased as a group, Beeline stations give you more radio homes at a lower cost per thousand than any combination of competitive stations . . . lower by far. (SR&D and Nielsen)



KOH ● RENO
KFBK ● SACRAMENTO
KBEE ● MODESTO
KMJ ● FRESNO
KERN ● BAKERSFIELD

Fishing is good in the Truckee River, downtown Reno.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Beatrice Foods Hiked Ad Spending $1,174,790 in '58

CHICAGO, June 2—Beatrice Foods Co. spent a total of $7,075,992 for advertising and sales promotion during the 1958 fiscal year, the company announced at its stockholders' meeting yesterday.

The figure, a record high, represents an increase of $1,174,790 over the $5,901,202 reported for fiscal 1957.

Sales for the fiscal year ended Feb. 28, 1959, also reached a record high of $385,449,644, an 8.9% increase over the previous period. Earnings increased 17.4% to $17,928,321.

William G. Karnes, president, told the stockholders that dollar sales for March and April were up 5% over the same two months last year.

■ The company said it spent a major portion of its ad budget on outdoor space, with a year-'round campaign for dairy products featured on 1,581 boards in 289 markets.

Beatrice Foods said its 1959 ad program features integrated illustrations on outdoor boards, in print advertising and point of sale, and on the packages. #

Plain, Prize Incentives Team Up for Services

John Plain & Co., Chicago, and Prize Incentives Ltd., Toronto, premium and sales incentive promotion organizations operating in the U.S. and Canada respectively, have worked out a reciprocal services agreement to better serve client companies in the two countries.

The agreement offers American clients tariff advantages on goods shipped to Canada, Canadian warehousing facilities, prizes with names familiar to Canadians, the creative talents of the Prize Incentives staff and both French and English-language prize books.

Stationers Offer Ad Art Clipbooks to Retailers

The National Stationery & Office Equipment Assn., 740 Investment Bldg., Washington, is offering three retail advertising aids to dealers in the field; a product art clipbook, a heading clipbook and an ad illustration clipbook. They are available for $2 a piece or $5 for the three.

The books provide ad art and some copy for most of the manufacturers in the stationery and office equipment business. Explanatory notes with the books explain how the clips can be used to compose newspaper ads or direct mail pieces.

Babbitt Postpones Baltimore Coupon-Token Exchange

B. B. Babbitt Co. has postponed until after Jan. 1, 1960, its plan to exchange four coupons from its detergent products for one bus token of the Baltimore Transit Co. for a three-month period.

Babbitt explained that the delay is to prevent conflict between the Baltimore campaign and similar campaigns currently being staged in other cities. Institution of the plan will be preceded by three months of local advertising.

Brunton Joins Allen, Dorsey

James Brunton, formerly ad manager of Hughes Aircraft Co.'s semiconductor division, has joined Allen, Dorsey & Hatfield, Los Angeles, as an account executive. He will help service the agency's accounts in the electronic, aviation and missile fields.

Mutual Broadcasting Reopens Chicago Office

Mutual Broadcasting System, which closed its Chicago office in the aftermath of the financial difficulties of its former president, Alexander Guterma, has reopened a midwestern office in the Tribune Tower, Chicago. The office will be under the direction of Richard W. Brahm, former president of Media Merchandising, a marketing and advertising consultant. James Simons, who headed Mutual's midwestern operation at the time the office was closed in March, has been named manager of KFWB, Los Angeles.

At the same time, Adolf (Ade) N. Hult, who reportedly helped bring the current owners into the Mutual picture, has rejoined the network in the new post of vp in charge of the special projects department. With Mutual since its inception, he resigned as MBS vp in charge of sales in March, 1955. Since then he has been a consultant to Screen Gems and RKO Teleradio Pictures.

Ziv in 11 Latin Markets: 'Lock-Up' Sales Hit 46

Ziv Television Programs, New York, tv film producer and distributor, has sold approximately 22 of its shows in 11 Latin American countries. Among these shows, which are dubbed in Spanish, are "Bat Masterson," "MacKenzie Raiders," "Sea Hunt," "Tombstone Territory" and "Highway Patrol."

Most fertile of the Latin markets for Ziv is Venezuela, which is airing 20 of the series.

On the domestic scene, Ziv's new syndicated series, "Lock-Up," starring MacDonald Carey, has been signed in 46 markets during the initial weeks of selling. Thorpe Finance Co., Milwaukee, through Klau-Van Pietersom-Dunlap, purchased the show for six Wisconsin markets including Milwaukee, Madison, Green Bay, Eau Claire, La Crosse and Wassau.

Caffrey Succeeds Hyde at ADT

J. J. Caffrey has been promoted from manager, sales promotion, to manager of sales promotion and advertising of American District Telegraph Co., New York. He will succeed R. K. Hyde, who will retire July 1 after 38 years with the organization.

Time Inc. Boosts Heiskell, Linen

Andrew Heiskell, publisher of *Life*, and James A. Linen, publisher of *Time*, have been elected to the board of Time Inc., New York.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

POLICE CHIEF TRIBBLE AND CITY ELECTRICIAN GURLEY CHECK PERFORMANCE OF NEW SIGNAL CONTROL BOX

City Electrician Gurley and Purchasing Agent Cordell review traffic control plan with City Manager Whiteacre

A Purchasing Group Buys Municipal Equipment for Sherman, Texas

When a local government buys equipment, seldom does one official make the purchasing decision all by himself. A group of engineers and administrators all pool their recommendations. That's the way Sherman, Texas (pop. 20,150) recently bought traffic signal equipment.

City Engineer James Cowan, convinced of the need for modernizing the signal system in downtown Sherman, talked his plan over with Purchasing Agent Robert Cordell and City Electrician Russell Gurley. This purchasing group then drew up specifications and reviewed the proposal with the City Manager. Invitations to bid were mailed from the Purchasing Agent's office to a list of manufacturers that had been passed on by all four officials.

The Sherman purchasing group all receive THE AMERICAN CITY. City Manager B. M. Whiteacre says: "I've been reading THE AMERICAN CITY for years." Purchasing Agent Cordell says: "THE AMERICAN CITY gives me new ideas." City Electrician Gurley says: "I like the articles on street lighting and traffic control." This is why over 400 manufacturers invest in advertising in THE AMERICAN CITY, the magazine that reaches all the members of the municipal purchasing group.

The American City

470 Fourth Avenue, New York 16, N.Y.

a *Buttenheim* publication

YOUR ADVER
McGRAW-HILL
SELLS YOUR

More than 1,300,000 key businessmen pay to read McGraw-Hill publications. They are qualified to buy for their companies . . . and they respond to advertising. Their direct quotations, reproduced here, have been taken from continuing readership studies sponsored by McGraw-Hill, including 'Reader Feedback', Starch and Mills-Shepard.

"I read the ad, then contacted the salesman and ordered this lubricant for the trucks."

Maintenance Foreman,
Coal Mining Co.

"I need this material they're advertising, and will take steps at once. I intend to order."

Vice President,
Pen, Pencil and Lighter Manufacturer

"I ordered their special paint for metal surfaces after seeing the ad. We've been using it ever since."

President,
Equipment Manufacturer

"The ad helped me decide. I put in a requisition this morning to get some to try out."

Card Room Foreman,
Cotton Yarn Manufacturer

"Through an advertisement, I became aware of their pressure transducers. I had been looking for some, so I told the Purchasing Department and an order was placed."

Senior Structural Test Engineer,
Aircraft and Missile Manufacturer

"I'm exploring the possibilities of the data processing they advertised. In fact, I called the local representative and asked when we could get together to discuss it."

President,
Steel Tube Manufacturer

"I clipped this ad, had the Purchasing Department request that a man from their factory come in with information."

Manager of Engineering,
Food Products Manufacturer

"I went ahead and specified these bearings they advertised for work I'm doing."

Design Engineer,
Consulting Firm

TISING IN PUBLICATIONS PRODUCTS!

"The ad showed new products in which we were very much interested. We needed some, and have theirs on trial now."

Plant Superintendent,
Spring Manufacturer

"I was looking for an item of this type. It can save us many production hours. I'll contact their local distributor."

Purchasing Agent,
Screw Machine Products Manufacturer

"It's a new pumping principle, and we are thinking of using such a device. I have already received the information I requested from the ad, and will probably purchase this pump."

Vice President,
Chemical Company

"We had a problem with our motors, and this ad answered it. We are going to need new equipment, and will definitely consider these our first choice."

Manager,
Mineral Company

"I bought fifty of the model advertised and put them into service. I'm well pleased with the work they do."

Superintendent,
Electric Utility

"We will probably equip with their pumps. This ad helped back up my decision."

President,
Oil Distributor

Advertising is a primary tool in selling to business and industry. Your McGraw-Hill representative will be glad to furnish additional evidence of the buying action you can stimulate by concentrating your advertising in the McGraw-Hill publications serving your major markets.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

The Editorial Viewpoint . . .

Magazines Mirror U.S. Growth

The upsurge in interest in regional selling by magazines, notably the introduction of the Magazone plan of *Look* and the subsequent highly-developed regional marketing plan of the *Saturday Evening Post*, is a significant indication of the growth of the United States market.

The trend toward regional publications and regional editions of national publications, of which the *Look* and *SEP* actions are the latest manifestations, shows clearly that the U.S. market has grown so large that a substantial number of marketers are not much interested in all of it, but only in segments of it.

Newspapers have insisted for many years, and with considerable persuasiveness, that "all business is local" and that each market has individual characteristics which make it different from other markets. And this is still true, as is rather clearly shown by the 1959 Consolidated Consumer Analysis of 21 markets—with more than 125 product categories analyzed, there were only six brands which were top sellers in all 21 markets.

But this regional magazine operation is something else again, and in some respects it represents a full turning of the marketing wheel. Regional magazines and periodicals once were quite common in this country; then, as purely regional differences tended to disappear, as communication improved and as it became easier to do business over larger and larger areas, the regional publications were eclipsed by nationally-circulated magazines. In many instances, advertisers who did not really belong in national publications were willing to buy them because the disadvantages and the waste were more than offset by the over-all economies and advantages. And, of course, this is still largely true.

But as the country has expanded in population and sales, individual areas have also become more and more important as markets, so that now a sectional market may be as big and important a sales target as the entire national market might have been 20 or 25 years ago.

Hence regional businesses of great size and importance have developed, and hence national magazines are rushing once again to fill what looks like an important vacuum between local media and the over-all national medium. We can expect to see more developments in this direction before the trend runs its course.

There's No Need for This

Some time ago National Sales Executives, the national organization of sales executives and sales executives' clubs, decided it ought to launch an official publication, complete with advertising. Then there were some protests, and the matter was taken under advisement.

Now a ballot is being taken among the membership to determine what should be done. Our opinion (for which no one in National Sales Executives has asked), is that the project should be abandoned.

There are a number of publications produced by associations which carry advertising, and many are extremely important publications in their industries. Some are published directly by associations, others are produced by other organizations operating under an agreement with the association. Many are first-rate publishing ventures.

But, so far as we know, they were all developed to fill a void in the informational and educational service being supplied in their fields. Where established publications exist which are providing adequate service for the members of an association, entry of the association itself into the publishing field can serve no useful purpose.

It is our belief that the sales management field is being adequately and well served by existing private publications, and that no good purpose will be served by having NSE institute a publication of its own.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.** Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gordon D. Lewis**, manager sales and service; **Malcolm Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis DeMarco, Daniel J. Long, Alfred S. Reed, Alfred Maleeki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Meris, Red H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"When he said AA devoted most of an issue to billings, she said, 'Goodie, that's my home town'."

Enlarged Market for Advertising

Everyone in advertising ought to find the comments of Robert Wiltman, Pittsburgh agency man who is placing advertising for the United Steelworkers Union, of considerable interest.

"Advertising has become a basic need for labor unions," he said. "Advertising is the only way a union can reach the people and get its story across."

In the current steel wage negotiations, both sides are running a considerable amount of advertising. Unfortunately, as is the case with political advertising, they start from the same set of facts and end with diametrically opposed conclusions.

\# \# \#

What They're Saying . . .

Figures Aren't Everything

Bankers today still think mostly in terms of figures—which reminds me of a conversation I overheard between two college grads who were back on the campus together for the first time at their 20th reunion. One who had enjoyed an outstanding record as a student, was voted most likely to succeed and had gathered a number of honors, was looking rather threadbare at the elbows and run down at the heels, whereas, the other fellow, who had just barely made the grade and had particular trouble with mathematics, arrived in a brand new Cadillac, was obviously outfitted by Wetzel, and had all of the outward signs of real financial success.

Our threadbare college hero said to his obviously affluent classmate: "Joe, I remember that you had a real tough time even getting your diploma, and yet you seem to have done exceptionally well over the years. How come?"

"Well," said Joe, "after graduation I realized I was pretty dumb and I had better get into some line where I didn't need to be smart like you and some of the others, so I found a product that I could make for one dollar and sell to the public for five dollars, and, believe me, that steady 4% really mounts up over the years."

—William S. Renchard, exec vp of the Chemical Corn Exchange Bank of New York, at the annual meeting of the American Assn. of Advertising Agencies at White Sulphur Springs.

His Finest Hours

"Reading the 144 pages of a *New York Times* Sunday edition, in one sitting, through and through, every word of it."

—Lord Beaverbrook on his 80th birthday, regarding his "greatest achievement in publishing," quote from the Times, Monday, May 25 issue.

How About It?

How often have you been asked to head up a committee for this or that in your home town?

What does this mean except that advertising people are generally recognized, in the cities and communities in which they live, as people with brains, with energy, with creativity?

But now let me ask you a question.

Are advertising people *really* using those talents they have to help themselves—and their communities—to the fullest extent?

—Arthur H. Motley, president and publisher, Parade, at the Four A's meeting, White Sulphur Springs.

Rough Proofs

The British idea of television advertising without program sponsorship seems to be working, but Jack Cunningham's suggestion that the U. S. try it out has not been greeted with tumultuous enthusiasm.

•

If agencies continue to move from congested downtown areas to quiet suburban locations, Ad Alley may one day lose its appellation of Ulcer Gulch.

•

"The chemical engineer nurses 5,000,000 babies a year," reports *Chemical Engineering*.

And in some cases he has even mastered the art of nursing his own.

•

Zenith's Len Truesdell, who has been named sales manager of the year by National Sales Executives, has a secret which other manufacturers of tv and radio receivers would be happy to share.

•

Every rose has its thorn. The AT&T and marketing experts have been promoting the idea of telephone selling, and now E. B. Weiss finds that bucket-shop operations have been set up in retailing with the aid of this disarming device.

•

"How many faces has your wife?" asks the *Ladies' Home Journal*.

At least two—the one she owns without question, and the improved version she brings home from the beauty shop.

•

Dean Cole, of the Medill School of Journalism, is going to introduce more arts and sciences into its courses, with less specialization.

He wants his graduates to know what to say as well as how to say it.

•

Even though the winning car in the Indianapolis 500-mile race is always a custom job, there's plenty of glory for the spark plugs, piston rings, tires, gasolines and oils which are proudly borne to victory.

•

Fidel Castro's latest idea is to collect taxes from the subjects of items published on newspaper society pages, with extra charges for pictures.

He thinks this priceless publicity represents a luxury no one would want to be without.

•

"Borden instant potatoes moves to Y&R from L&N," the headline says.

Of course it was a fast switch.

•

"The only people you can fool," asserts Wes Rosberg, "are fools."

And speaking of fools, the late Mr. Barnum insisted there's one born every minute.

•

Art Stein, of *Coronet*, says magazines are making a mistake trying to beat tv at the numbers game.

But the advertisers seem to like those big economy sizes.

COPY CUB.

For the 6-month period ending March 31, 1959

The Washington Post

reached a new, all-time high

of 446,758 Sunday circulation

and 393,503 daily circulation–

gains of 14,000 Sunday and 3,100 daily

over the same period in 1958.

Publisher's statement to
the Audit Bureau of Circulations
for 6-month period ending March 31, 1959

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, De troit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel a nd Resort adv. rep. —West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

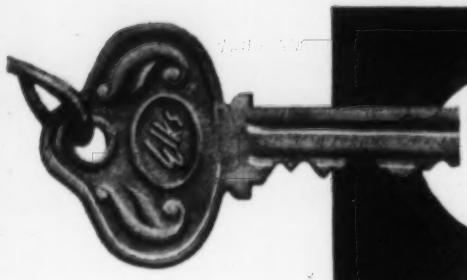
More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!



your key to a

LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, *35.2% of the heads of Elks households are business owners or officials*, Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of $7,220 is exceeded by just 6 of the 53 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

More information? Write for your copy of our booklet, "The Elks Market"

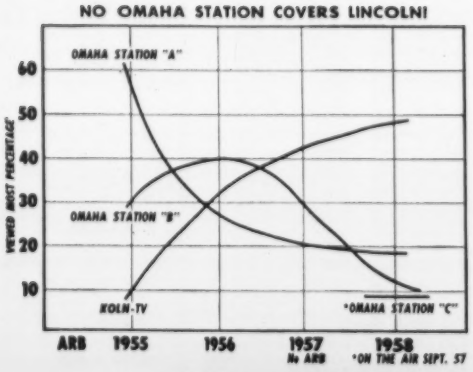
THE Elks MAGAZINE

NEW YORK 16 386 Fourth Avenue | CHICAGO 1 360 N. Michigan Avenue | LOS ANGELES 17 1709 W. 8th Street

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.



There are just two big, important TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is Lincoln-Land.

Lincoln-Land contains *more than half* the buying power of the entire state, and *it's completely dominated by one TV station — KOLN-TV!* In the Eastern market, no fewer than *three* TV stations compete for viewers' attention.

Avery-Knodel will give you all the facts on KOLN-TV — Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

The Meltzer Stations

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Gerald Morrison, with BBDO in Hollywood, has just signed with St. Martin's Press (publisher of the current best-seller "Anatomy of a Murder") to publish his first novel, "Unvexed to the Sea." It's a "dramatic Civil War story with a Vicksburg locale," and it's promotion will be timed to coincide with next year's 100th anniversary of the Civil War . . . **Neil McCallum,** managing director of McCallum Advertising, Edinburgh, has turned his war diary (kept in defiance of British army regulations) into a book, "Journal with a Pistol," to be published in August in London. The book covers his time as an infantryman with the Scottish Highland Division in North Africa and Sicily . . .

N. W. (Mike) deBerardinis, director of public relations, *Shreveport Times* and *Journal*, sold Abigail Van Buren, the syndicated columnist, on the idea of contributing $1,000 to the Shreveport zoo fund during the National Newspaper Promotion Assn. convention in Miami Beach. Mr. deBerardinis, who is president of Ark-La-Tex Zoological & Botanical Society, promised Miss Van Buren, who spoke at the NNPA convention, that a female chimpanzee would be bought with the money, and that it would be named "Dear Abby". . .

Max Wylie, script supervisor for Lennen & Newell, is basking in the news that the first edition of his new novel, "Trouble in the Flesh," sold out two days after publication. A Doubleday book, it's based on the life of Eugene O'Neill—and is but one on a long list of Wylie published works, ranging from plays to a Churchill biography. . . **Bergen F. Newell,** account exec with R. E. McCarthy & Associates, Tampa, has a new book out too: "Naked Before My Captors," published by Frederick Fell Inc. . .

VACATIONERS—*Edward C. Von Tress, senior vp and ad director of Curtis Publishing Co., Philadelphia, and Mrs. Von Tress, on a three-week jaunt through France, Switzerland and Italy.*

Living testimony that "nothing" happens when lightning strikes an airplane are **Ernie Jones** and **Chuck Adams,** president and exec vp respectively of MacManus, John & Adams, Bloomfield Hills, Mich. The two were enroute to the agency's 25th anniversary luncheon in New York, when lightning crackled through their airliner, giving them the worst scare of their lives. They got a more pleasant surprise at the luncheon when Victor Borge turned up for a congratulatory speech . . . **Ted** "Just call me Ahab" **Kaufman,** ad manager of Exquisite Form Bra, surf-casting at Montauk, brought in the biggest catch of the season: a swept-up baby whale . . .

At the Super Market Institute convention in Atlantic City the ebullient **Red Motley,** head of *Parade*, was running considerably overtime in his talk, and the light on the rostrum began flashing in full view of his audience of thousands. "I know you're flashing the light," he exploded, "but I'm gonna finish this damn speech, so stop flashing the light!" The audience roared approval and he continued on for another 15 minutes . . .

Affianced: **Beth Hollinger,** associate producer of "The Price Is Right," and Daniel Ferro. . . Linda Mae Liverzani and **Luis Castaneda Mariscal,** account representative of J. Walter Thompson de Mexico . . . Nancy Biddle and **Kenneth Hurst,** ad manager of Hawthorn Books . . . Ann Rasmussen and Gilbert Hart Kinney, son of the late **Gilbert Kinney,** senior vp of JWT . . .

Wed: **Liz Troughton,** former *TV Guide* midwestern regional promotion manager, and **Colgate Holmes,** of Intercontinental Hotel Corp., on June 6 . . . **Suzy Perette,** fashion designer, and **Larry Wynn,** account exec in the national sales department of Independent Television Corp. on May 15 . . .

Stork stuff: a 6 lb. 5 oz. daughter, Diane Paula, for **Bill Adler,** account exec at Grey Advertising, and Mrs. Adler (the former **Gloria Goodman,** one-time NBC-TV production assistant). The baby was born May 14th, Bill's birthday . . . Over at Wentzel, Wainwright, Poister & Poore, Chicago, **Jim Dernocoeur,** account exec, has a new daughter, Jacquelyn, his fourth child. And **Bob Jones,** art director, has his first son, Kelly . . . It's a sixth child for **Bill Pratt,** ad manager of Abbott Labs, North Chicago . . .

Wallace Patterson, publisher of *American Restaurant*, Chicago, and Mrs. Patterson welcomed their first child, Scott, May 20 . . .

Thomas J. Carnese, senior vp and general manager of Ted Bates, heads up the advertising pr division of the New York City USO Commerce and Industry fund-raising drive . . . The five new members elected to the pr committee of the New York Chamber of Commerce are **Anderson F. Hewitt,** senior vp of Kenyon & Eckhardt; **James R. Schule,** vp of BBDO; **H. G. Fearnhead,** vp of WINS; **Carlton H. Rose,** pr director of National Lead Co.; and **Milton M. Enzer,** pr director of Yale & Towne Mfg. Co. **James F. Boudreau,** pr director of Ethyl Corp., was reelected to a second term as committee chairman . . .

New honors: **Oliver Treyz,** ABC-TV president who started his broadcasting career in Binghamton, N. Y., named for the first "Distinguished Binghamton Alumnus Award" . . . New professional members of Alpha Delta Sigma, New York City College chapter: **Whit Hobbs,** BBDO vp; **Ferd Ziegler,** McCann-Erickson vp; **Garrett P. Orr,** eastern art director of Outdoor Advertising; **Reed M. Badgley,** SSC&B account exec. The chapter also awarded Outstanding Service Keys to **C. John Crockett,** *Coronet* ad manager, and **Eldridge Peterson,** publications consultant and former *PI* publisher. In Kansas City, **A. R. Lockhart Jr.,** creative director of Bruce B. Brewer & Co., also elected to Alpha Delta Sigma by U. of Kansas chapter . . .

Times Classified Ads
MORE CLASSIFIED ADVERTISING THAN ALL OTHER LOS ANGELES NEWSPAPERS COMBINED
WORLD LEADER SINCE 1952
West's Largest Selection of Real Estate, Homes, Rentals
1ST ST.
200 W.
Los Angeles Times
Real Estate
NEW HOMES -- INDUSTRY
PART VI
Building Here Setting Pace
FHA Home Loans Hit New Southland Record
TYPICAL HOME—Informality characterizes this new Southland home
GREAT PROGRESS PROGRAM GIVES CITY NEW LOOK
Circular Design Planned for School
ENJOY A NEW HIGH
IN LUXURY LIVIN
SO MANY FA
IN A NEW PRES

Most newcomers to Los Angeles find a home on First Street

Los Angeles is galloping toward its goal: eight million residents by 1975.

In less than 10 years over two million people have moved into America's fastest growing major market. It takes a real building boom to house the new families pouring in.

And that's just what's going on... a boom that raised March, 1959, Southern California construction figures (latest available) to 11% higher than the level for the record year 1958... a boom with no let-up in sight.

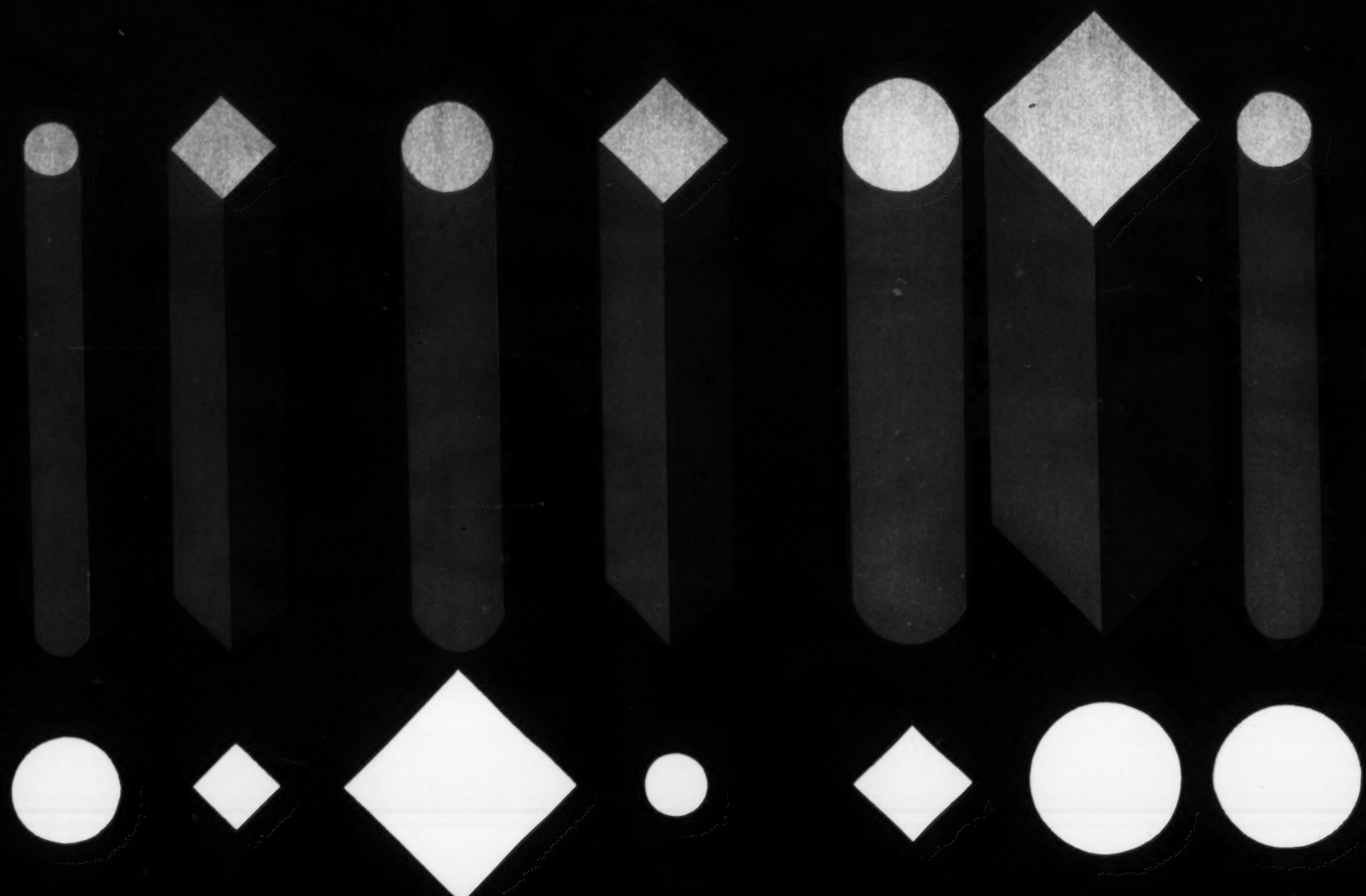
Los Angeles builders and brokers are well aware that the liveliest market for new houses is on First Street. That's why they're currently placing a thumping 73.2% of their total linage, daily and Sunday, in The Times.

Migrating? Here's a tip: most newcomers to Los Angeles —folks, foods, fashions, furnishings—find a home faster on First Street. P.S. That's where The Times lives.

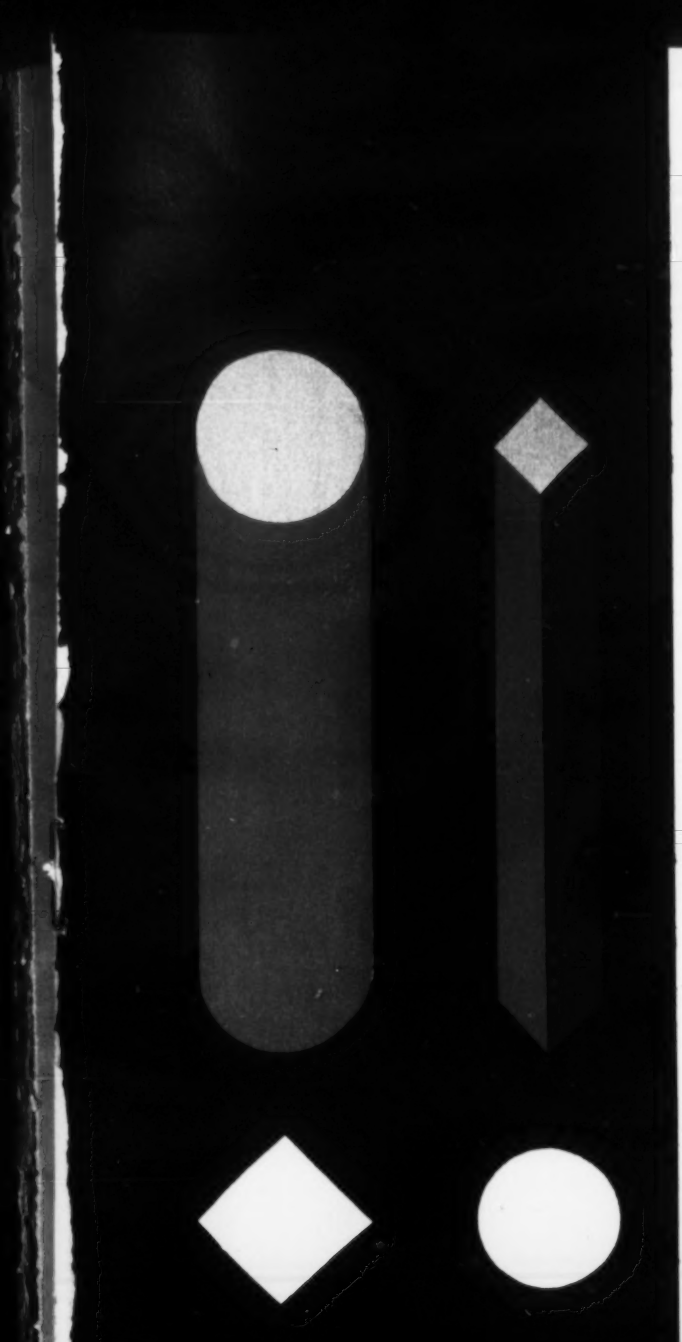
First in the nation's No. 2 market

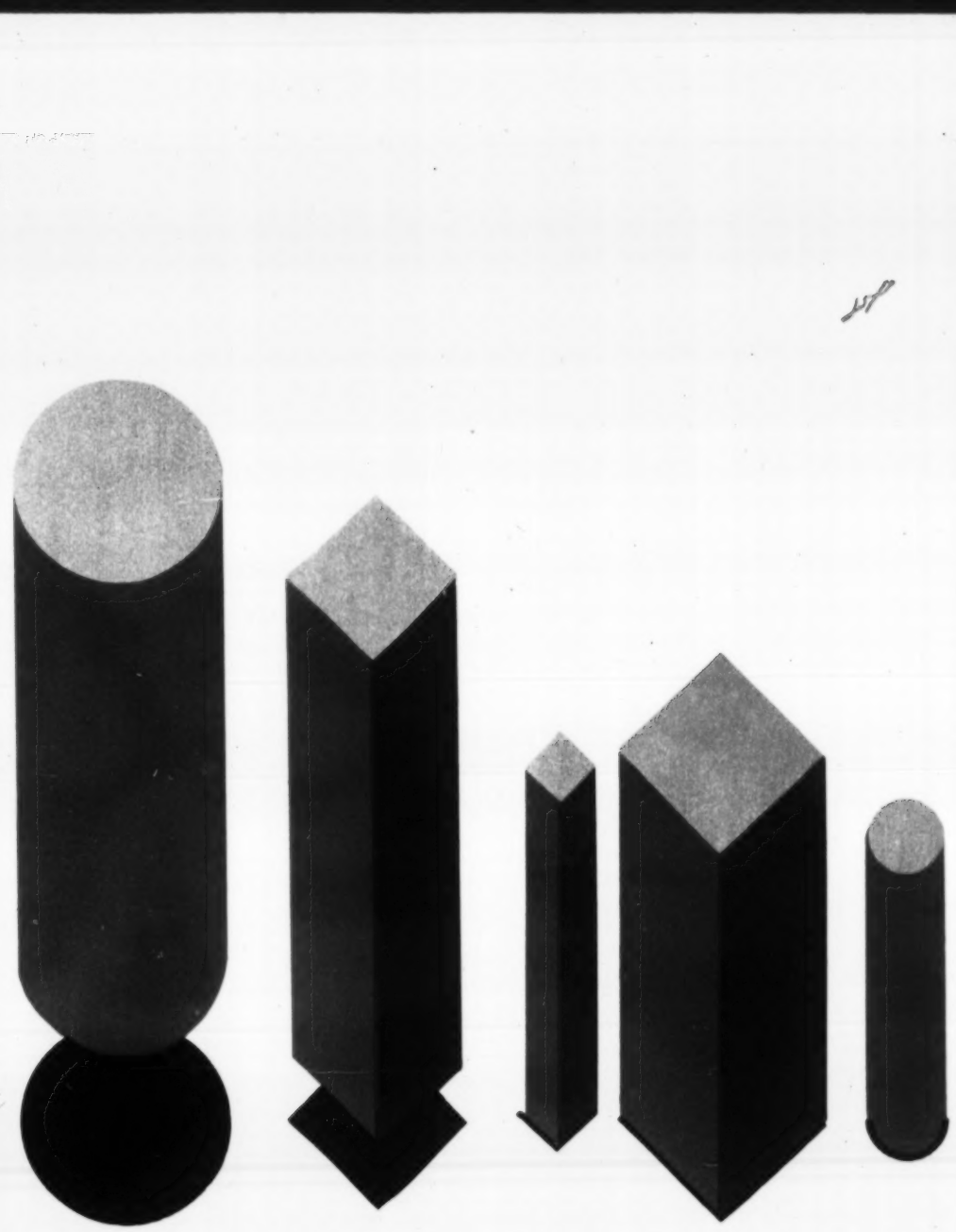
Los Angeles Times

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta and San Francisco



When you measure management men, remember,





it's quality of mind that counts

Quality of mind makes all the difference.
Some men are driven by a restless curiosity.
They always want to know more.
They thrive on challenge.
They continually seek new ideas for their companies and themselves.

This attitude is particularly advantageous to advertising addressed to management. Indeed, it is one of the principal reasons why advertisers find that . . .

FORTUNE gets results.

A PLUS VALUE IN FRENCH CANADA...

Montreal

LA PRESSE
ROTOGRAVURE

le 23

An Enlarged
ROTOGRAVURE SUPPLEMENT
32 PAGES
MORE COLOR • MORE PICTURES
GREATER READERSHIP

NOW 275,000 CIRCULATION

LA PRESSE

Head Office: Montreal, Canada
U.S. Representatives: Shannon & Associates Inc.

The Greatest Selling Force in French Canada

James W. Brown, 85, Newspaper Veteran, 'E&P' Chairman, Dies

NEW YORK, June 2—James Wright Brown, 85, chairman of *Editor & Publisher*, died May 30 at the Harkness Pavilion, Columbia-Presbyterian Medical Center.

James W. Brown

Born in Detroit, Mr. Brown began his career in the newspaper business at 14, when he got out of bed daily at 3 a.m. to deliver copies of the *Detroit News*. Later, he worked as a reporter on the old *Detroit Tribune*. In 1895 he joined the old *Chicago Journal* as one of a group that established that newspaper.

He then turned to the business side of newspaper operations and worked successively as superintendent of circulation of the *Chicago American* and *Chicago Tribune;* then as business manager and later as general manager of the *Louisville Herald*.

Mr. Brown came to New York in 1911 to become general manager of the *Fourth Estate*, a trade journal for newspapers. In April, 1912, he bought controlling interest in *Editor & Publisher*, then an eight-page publication with 1,000 circulation.

■ As president from 1912 to 1952, he merged into *E&P* three competitive papers—*Newspaperdom*, *Fourth Estate* and *Advertising*—and built his publication's prestige and readership by crusading against whatever he regarded as detrimental to the best interests and freedom of the press.

He attacked publicity as "a blatant fraud upon the public," and declared, "The publicity agent commits an outrage when he colors the news to suit his clients' wishes."

As a member of the executive committee of the Press Congress of the world in 1931, Mr. Brown fought censorship, declaring that "censorship of the press by constitutional government means that the government cannot bear the daylight of publicity."

Mr. Brown's range of interests was worldwide, and he was a recipient of many honors. France gave him the gold cross of the Order of Civil Merit in 1926 for promoting good will and furthering advertising in France and the U. S. and two years later made him a chevalier of the Legion of Honor for his promotion of business relations between the two countries.

■ In 1933, Mr. Brown was elected national honorary president of Sigma Delta Chi, national journalistic fraternity; two years later received a medal of honor from the University of Missouri school of journalism for distinguished service to journalism. In 1958 he was honorary chairman of the 50th anniversary celebration of the school of journalism at Missouri.

He was president of the John Peter Zenger memorial fund and was instrumental in founding the Zenger Museum in the old subtreasury building in New York.

Mr. Brown was an honorary life member of the International Circulation Managers Assn. He served as president of the Advertising Club of New York in 1929-30.

A unique cabinet desk with more than 100 pigeonholes, used by Joseph Pulitzer at the old *New York World*, was given by Mr. Brown to Columbia University graduate school of journalism in 1941. In 1948, he gave a collection of 957 historic American newspaers to Stanford University; a year later he donated 800 original newspaper cartoons to the New York public library.

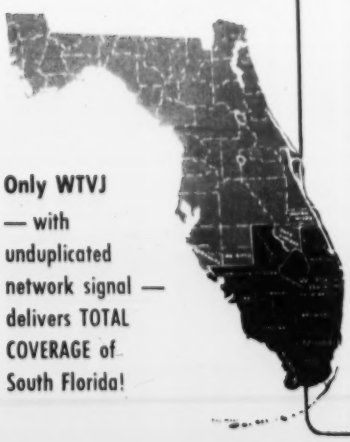
From the time he came to New York in 1911, Mr. Brown missed only two of the annual conventions of the American Newspaper Publishers Assn.—one when he was ill and one when he was away on a world trip.

■ In 1953 he became chairman of the board of *Editor & Publisher*. A son, Robert U. Brown, is publisher and editor; another son, James W. Brown Jr., is general manager.

MARGARET P. GOOLD

SCARSDALE, N. Y., June 2—Margaret Prather Goold, 55, wife of Gilbert Goold, president and treasurer of Goold & Tierney, New York agency, died May 30 at her home here after a long illness. She had been active for many years in the Scarsdale Women's Club.

in South Florida WTVJ beats every other station by a wide margin



Only WTVJ — with unduplicated network signal — delivers TOTAL COVERAGE of South Florida!

FACTS

MORE SUMMERTIME VIEWING IN SOUTH FLORIDA

... than in entire country

Summertime is viewing time in South Florida — average sets-in-use higher than for all U.S.A. That's why summertime is selling time — with WTVJ!

SETS-IN-USE ARB 1958
(June - August average)

	Noon to 6:00 P.M. Monday - Friday	6:00 P.M. to Midnight Sunday thru Saturday
MIAMI	19.9	43.3
Eastern Time Zone	17.1	39.1
All U.S.A.	17.0	38.1

WTVJ Sells this Large South Florida Audience of 1,556,000 Persons as No Other Station Can!
See ARB! See NCS #3! See your PGW colonel!

WTVJ-South Florida

CBS Channel 4

Represented Nationally by: Peters, Griffin, Woodward, Inc.

this is the point of purchase!

when the bride-to-be reads MODERN BRIDE
and spends thousands for her first home on...
living room furniture: bedroom furniture: silverware:
floor coverings: glassware: appliances:
insurance: television and radio: china:
kitchen utensils: blankets: linens: curtains

No simple problem: planning a wedding and
a completely new home—this girl, with hardly a brand
in mind, needs advice and turns to MODERN BRIDE.
Through the advertising pages of MODERN BRIDE you
can sell your brand to her—*right at the point of purchase!*
And this year 750,000 brides-to-be will buy your
product as they read MODERN BRIDE.
If you haven't considered the bridal market recently,
why not call us right now!

For a copy of our latest survey write or call Modern Bride

MODERN
BRIDE

ZIFF-DAVIS PUBLISHING COMPANY
One Park Avenue, New York 16, N. Y. • ORegon 9-7200

A ZIFF-DAVIS PUBLICATION

MARKETING FACT FILE: TRAVEL

THE TRAVELER IS A WOMAN

FACT: "More passports are issued to women than men. (In 1958 women received 55% of all passports issued and renewed.) Secretaries, teachers, and nurses together account for more passports than the total for retired people, bankers, executives."*

CHARM readers are teachers, designers, nurses, copywriters, doctors, secretaries, medical assistants, writers, artists, librarians . . . 2 million women in more than 30 different occupations.

LAST YEAR 103 distinguished travel advertisers reached their best market in **CHARM** – the Magazine for the Exciting Woman with a Job

CHARM IS THE MOST SUCCESSFUL WOMAN'S MAGAZINE IN THE TRAVEL FIELD

CHARM SETS WOMEN IN MOTION

CHARM

*Source: U.S. Passport Office

575 MADISON AVE., NEW YORK 22, N.Y.

Sample Elected President

Robert M. Sample, vp of the Los Angeles Better Business Bureau, has been elected president of the Advertising Club of Los Angeles. Other new officers are J. Neil Regan, McCann-Erickson, 1st vp; Thomas P. O'Connor, Title Insurance & Trust Co., 2nd vp; Frederick L. Olsen, Hixon & Jorgensen, treasurer, and Alice Warwick, California Transit Advertising, secretary.

Jann Named Sales Manager

William J. Jann has been named sales manager of the Rent-A-Car division of Hertz Corp., Chicago. Mr. Jann formerly was assistant to the exec vp of the company.

Sinclair Oil Promotes Girdler

Reynolds Girdler, director of public relations and advertising of Sinclair Oil Corp., New York, has been elected a vp of the company.

Clarence Davis, 77, With Batten, BBDO Since 1919, Is Dead

SHAKER HEIGHTS, O., June 2—Clarence L. Davis, 77, who retired in 1953 after many years' association with Batten, Barton, Durstine & Osborn as an account executive, died May 31 of a heart attack at his home here.

Born in Cleveland, Mr. Davis attended New York University. In his early career he worked at a variety of occupations. At one time he wrote a column on advice to the lovelorn for *Spare Moments*, a magazine published in Rochester, N. Y., and was a partner in Fuller-Davis Corp., a combination printing and mail order jewelry house in Buffalo.

In 1919, Mr. Davis joined the old George Batten Co., New York, which, in 1928, merged with Barton, Durstine & Osborn to form the present BBDO. Mr. Davis continued with the agency and became one of the leading account executives of his time.

■ He was credited with helping to make Corona typewriters widely known by taking advantage of the sensation of the year, when Jack Dempsey was knocked through the ropes in his 1923 heavyweight championship bout with Luis Angel Firpo. Dempsey landed in a reporter's lap at ringside—a reporter using a Corona portable. Mr. Davis helped to announce "Corona's indestructibility" to the world the following day in an ad that helped make advertising history.

In 1938 Mr. Davis established BBDO's Cleveland office and spent the next 15 years there, until he retired at the end of 1953.

His son, Carleton H. Davis, is vp in charge of copy in BBDO's Cleveland office.

GARRY VAN HASTE

RAMSEY, N. J., June 2—Garry Van Haste, 48, advertising manager of Handy & Harman, New York, refiner of precious metals, died May 30 of cancer at his home here. Born in Paterson, N. J., Mr. Van Haste began his career as a trainee with G. M. Basford Co., New York. In 1943 he joined the advertising department of Handy & Harman and a few years later was named assistant advertising manager. In 1957 he became advertising manager of the company.

Josephson, Cuffari Adds One

Walton Laboratories, Irvington, N. J., maker of humidifying and air conditioning equipment, has moved its advertising from Halsted & Van Vechten, Red Bank, N. J., to Josephson, Cuffari & Co., Montclair, N. J. Joseph Ferrara, formerly with Calkins & Holden, has joined Josephson, Cuffari as production manager.

N. Y. C. Okays Bus Ads

New York City has decided to allow buses, trucks and other vehicles to carry display advertising on their exteriors. It was expected the move would bring $1,500,000 yearly to the city's transit authority and a similar amount to private bus companies.

Hamm Brewing Names Rygg

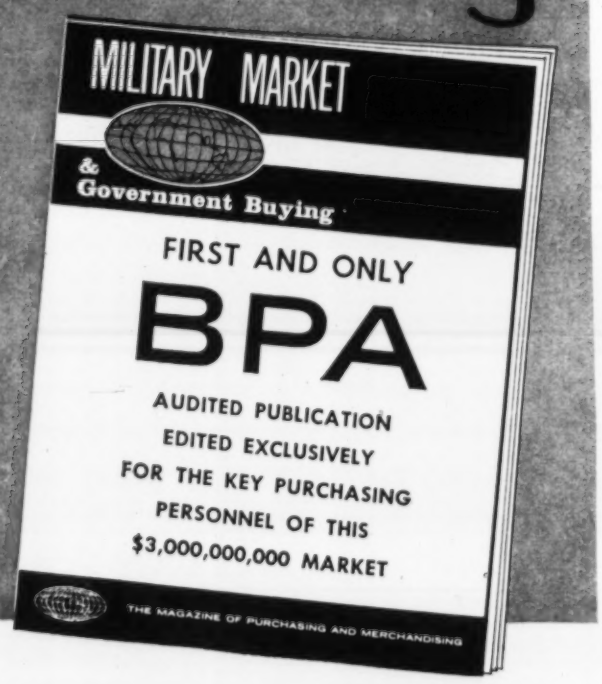
Robert H. Rygg has been named assistant sales manager in charge of merchandising of the St. Paul division of the Theo. Hamm Brewing Co. Mr. Rygg has been with Hamm nine years, most recently as director of merchandising.

Morin Joins Burton Brown

Joe H. Morin has joined Burton Brown Advertising, Chicago, as an account executive. Mr. Morin formerly was general sales manager of Howard W. Sams & Co., Indianapolis.

FIRST-officially*

In the
$2,000,000,000
PX-COMMISSARY
and
$1,000,000,000
CIVILIAN GOVERNMENT
MERCHANDISING
FIELD



FIRST IN CIRCULATION—BPA AUDITED*
FIRST IN COVERAGE—AT LOWEST COST PER 1000

MILITARY MARKET and GOVERNMENT BUYING MAGAZINE

Published by

ONLY MILITARY MARKET and GOVERNMENT BUYING OFFERS:

- Largest trade circulation within military and government.
- BPA certification—your guarantee of effective coverage.
- Lowest cost per 1000 readers.
- Coverage-in-depth of both the $1 billion civilian government and the $2 billion Armed Forces retail outlet markets.
- Largest editorial staff in its field.
- Extensive sales aids and merchandising services.
- Complete overseas and stateside coverage.

PLACE YOUR SPACE WHERE IT PRODUCES RESULTS—WRITE TODAY FOR RATES, DATA, SAMPLE COPIES

ARMY TIMES PUBLISHING COMPANY
2020 M STREET, N.W. • WASHINGTON 6, D.C.
U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

More people in technical positions read Newsweek than any other news or business magazine.

Ask your agency.

The different newsweekly

for communicative people

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

POPULATION
City Limits
263,000
. . . gain of 102% over 1950!

Further proof that El Paso is still on the Grow.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Department Store Sales . . .

Sales Rise 5% in May 30 Week

WASHINGTON, June 4—Department store sales across the nation rose 5% in the week ended May 30 over the similar week of 1958, the Federal Reserve Board reported today. Sales for the four weeks ended that date rose 9% and for the year to date, 8%.

■ Of the 12 FRB districts, only one reported sales behind last year for the week: Kansas City, 2%. The remaining districts all reported gains as follows: Boston, 3%; New York, 5%; Philadelphia, 10%; Cleveland, 4%; Richmond, 1%; Atlanta, 3%; Chicago, 8%; St. Louis, 5%; Minneapolis, 1%; Dallas, 1%, and San Francisco, 4%.

Detailed breakdown of these sales will be available early next week. For the prior two weeks, sales broke down as follows:

Federal Reserve District, Area, and City	% change from '58 Week Ending May 16	May 23
UNITED STATES	+ 9	+ 9
Boston District	+10	+ 6
Metropolitan Areas		
Boston	+ 8	+ 5
Downtown Boston	0	— 1
Suburban Boston	+22	+15
Cambridge	+ 7	+ 1
Quincy	+20	*
Lowell	— 1	+ 4
City		
Springfield	+40	+21
New York District	+ 7	+10
Metropolitan Areas		
Buffalo	+ 6	+ 6
New York-N. E.		
New Jersey	+ 6	+11
Newark	+ 7	+11
New York	+ 3	+ 8
Rochester	r+18	0
Syracuse	+ 6	+ 5
Philadelphia District	+ 8	+ 5
Metropolitan Areas		
Wilmington	r+12	+ 6
Trenton	r+11	+13
Lancaster	r+18	+11
Philadelphia	+ 8	+ 5
Reading	+20	+14
Scranton	+15	— 3
Wilkes-Barre—Hazleton	— 2	+10
Cleveland District	r+10	+13
Metropolitan Areas		
Lexington	+ 7	+ 3
Canton	+ 6	+14
Cincinnati	+22	+10
Cleveland	+ 7	+17
Downtown Cleveland	+ 2	+12
Columbus	+ 6	+ 9
Springfield	+ 8	+ 2
Youngstown	+13	+19
Erie	+16	+20
Pittsburgh	+ 6	+14
Downtown Pittsburgh	+ 5	+13
Wheeling-Steubenville	+ 9	+ 5
Richmond District	+ 5	+ 6
Metropolitan Areas		
Washington	+10	+11
Downtown Washington	+ 5	+ 5
Baltimore	r— 3	+ 3
Downtown Baltimore	—13	—10
Richmond	+ 2	— 5
Atlanta District	+ 4	r+ 6
Metropolitan Areas		
Birmingham	— 4	+ 3
Mobile	+ 9	+13
Jacksonville	—16	+ 4
Miami	+13	+29
Downtown Miami	r+12	+24
Atlanta	+ 2	— 8
Augusta	0	+34
Columbus	— 1	+ 2
New Orleans	+ 1	+ 8
Knoxville	r+ 2	+ 5
Chicago District	+10	+12
Metropolitan Areas		
Chicago	+ 4	+ 8
Indianapolis	+13	+11
Detroit	+22	+19
Grand Rapids	+ 5	+14
Milwaukee	+15	+11
St. Louis District	+ 5	+ 7
Metropolitan Areas		
Little Rock	+ 5	— 4
Louisville	+ 5	+ 1
St. Louis	+ 4	+ 9
Memphis	+16	+12
Minneapolis District	— 2	+ 4
Metropolitan Areas		
Minneapolis-St. Paul	*	+ 3
Minneapolis and Suburbs	*	+ 3
St. Paul	r+ 2	+ 4
Cities		
Duluth-Superior	+ 3	+10
Kansas City District	+ 7	+ 6
Metropolitan Areas		
Denver	+15	+ 8
Topeka	— 3	+ 5
Wichita	0	+ 2
Kansas City	+ 6	+ 8
Downtown Kansas City	— 7	0
St. Joseph	r— 5	— 1
Lincoln	r— 4	+ 1
Albuquerque	r+15	+18
Oklahoma City	+ 9	+ 7
Tulsa	+12	+ 2
City		
Joplin	— 3	— 4
Dallas District	+ 7	+ 8
Metropolitan Areas		
Dallas	+ 9	+ 5
El Paso	+12	+ 1
Fort Worth	+ 4	+ 7
Houston	+ 7	+17
San Antonio	+12	+ 5
San Francisco District	+ 9	r+ 8
Metropolitan Areas		
Los Angeles-Long Beach	+ 3	+11
Downtown Los Angeles	+ 9	+ 4
Westside Los Angeles	+ 1	+ 7
Sacramento	+17	+ 7
San Diego	+16	+10
San Francisco-Oakland	+ 8	+ 8
San Francisco City	+ 8	+ 6
Oakland	— 4	+ 1
San Jose	+21	+20
Portland	+13	+ 7
Salt Lake City	+27	+ 8
Seattle	+ 2	+ 1
Spokane	+ 7	+ 6
Tacoma	+ 7	+ 6

r—Revised. *Data not available.

R.O.P. Conference to Hickerson

J. M. Hickerson Inc., New York, has been appointed to handle the advertising and public relations for the fourth annual Newspaper R.O.P. Color Conference, to be held in New York Sept. 29.

Only THE FLINT JOURNAL can give you

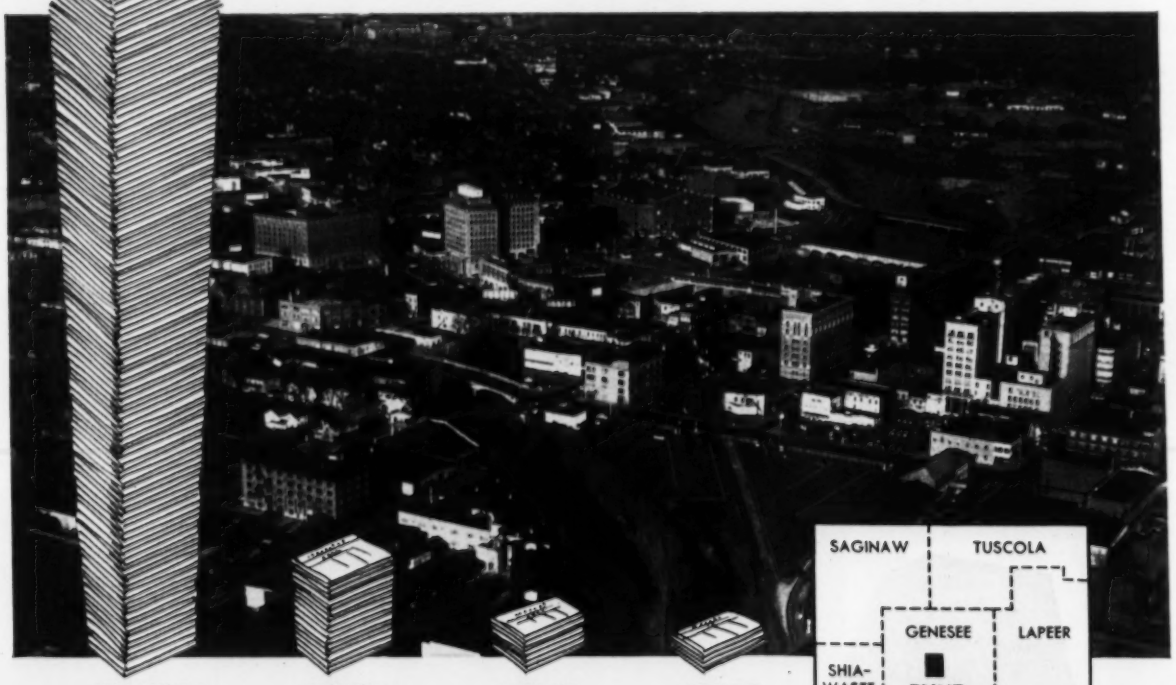
ADEQUATE COVERAGE

in Flint and Genesee County

MICHIGAN'S 2nd LARGEST MARKET

98.4% of The Flint Journal's circulation is distributed in the Flint Trading Zone. Your advertising in Flint's only daily newspaper will do a more complete, more efficient and more economical selling job for your product than in any other medium. Consult your advertising agency about adding this half-billion dollar market to your 1959 schedule.

1958 RETAIL SALES $505,402,000



THE FLINT JOURNAL	DETROIT FREE PRESS	DETROIT TIMES	DETROIT NEWS
87,809	18,035	4,338	739
83.9% Coverage	only 17.2% Coverage	only 4.2% Coverage	less than 1% Coverage

THE FLINT JOURNAL'S TOTAL CIRCULATION—93,912

Source:
SRDS—Jan. 15, 1959
ABC Audit Report, 1957

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

THERE'S ALWAYS ONE IN EVERY GROUP

Ever watch the backyard builders inspecting a neighborhood project?

When additions or remodeling are needed, some men simply order the job done, and let it go at that. But there is one man in every group whose interests go deeper. He is the kind of man who reads POPULAR MECHANICS.

He likes to sit in at every stage of the project. From planning through completion, he measures a job by what goes into it. He knows what he wants—and why.

That's the POPULAR MECHANICS man. He is intensely interested in the mechanics of modern living.

He may be selecting building materials. Or buying a power mower. Or adding to his home workshop equipment. Whatever he does, whatever he buys, you can bet he specifies.

If he is sold on your product, he knows why—so will his friends and neighbors who respect his special talent for knowing what he talks about. Like many men, he talks most about what he knows best. His friends are quick to listen. He's a *big* man to have on your side.

You can sell him (and over five million* men like him) with your product story in POPULAR MECHANICS. It is *his* kind of magazine. It sparks his thinking on what to do, what to buy—and why.

**Whether it's five million or seven million (depending upon your choice of reader studies) may we modestly remind you that POPULAR MECHANICS leads its field in circulation, readership and advertising.*

POPULAR MECHANICS
MAGAZINE
WRITTEN SO YOU CAN UNDERSTAND IT

A HEARST MAGAZINE

Puts MEN **in Motion**

In 3 years,
People Reading Only The
New York Journal-American
INCREASED 42%
From New York Daily News "Profile of the Millions" 1955 & 1958

'La Presse' Boosts Rate

La Presse, Montreal French-language newspaper, has issued rate card No. 23, effective July 1. General advertising rate in b&w will be increased from 75¢ to 80¢, with rates for ads of 1,000 lines or more boosted from 65¢ to 70¢. Circulation will continue at 227,849 for daily editions, except Saturday, and 247,251 for Saturday editions.

Isodine Adds Brown & Butcher

Isodine Pharmacal Corp., a division of International Latex Corp., has appointed Brown & Butcher, New York, to handle advertising for a new drug product. All other Isodine products are handled by Reach, McClinton & Co.

'New Yorker' Names Two

Arthur L. Spears, formerly with the *New York Herald Tribune*, has joined the New York retail ad staff of *The New Yorker*, replacing Perry L. Edgar, who transfers to the Chicago office.

'Intam Data Book' Details TV in World Outside U. S., Canada

LONDON, June 2—London Press Exchange, Britain's second largest advertising agency, has produced the most complete survey ever made of international commercial television facilities.

Designed as a reference volume for international advertisers and agencies, the "Intam Data Book" is a rather monumental achievement.

The U. S. and Canada are excluded (on the ground that their facilities already are adequately covered in existing rate and data books), but the book gives a comprehensive picture of the commercial tv scene everywhere else in the world. Much of this information has been difficult to obtain in such detail.

■ For each country with a commercial tv setup, the book shows which stations are operating, where transmitters are located, the area covered, the number of sets reached, transmission times, advertising rates, production facilities and requirements and regulations covering advertising.

For each of the 29 countries covered, there is also a coverage map defining transmission areas and relating these to population patterns.

An appendix deals briefly with those countries where there is a possibility of commercial tv being introduced.

Intam, the international wing of LPE, assembled the data directly from more than 75 tv stations operating throughout the world. The book is available from LPE (110 St. Martin's Lane, London) for $35 a copy. The agency plans to revise is annually. #

Jantzen Names Three

Dick Andrews, sales promotion manager of the men's and children's divisions of Jantzen Inc., Portland, Ore., sportswear manufacturer, has been appointed to the new post of assistant to the director of advertising, Bruce Sturm. Mr. Andrews, who will head the creative section of the ad and promotion department, will be succeeded as sales promotion manager for the two divisions by Bob Ludeman, formerly assistant to the general sales manager. Don Gordon has been transferred from the export department to take over Mr. Ludeman's position. Larry Davidson has resigned as account executive of Botsford, Constantine & Gardner (Jantzen's sole agency from 1918 until this year, when it added Hockaday Associates for the women's division) to join the company as coordinator of advertising and promotion.

Connecticut Creates Buyer Unit

Gov. A. A. Ribicoff has signed into law a bill establishing the Connecticut Department of Consumer Protection. This department will assume inspection powers of the Commission on Food & Drugs, State Athletic Commission and Department of Agriculture. The State Pharmacy Commission will be under the new department, but for budgetary purposes only. Attilio R. Frassinelli was appointed Commissioner of consumer protection.

BofA Boosts Kilcheski

Frank J. Kilcheski, formerly chain store sales manager for the Bureau of Advertising, American Newspaper Publishers Assn., has been appointed sales operations manager, a new post. Succeeding Mr. Kilcheski as manager of chain store sales is Robert L. Wolpert, formerly manager of central chain store sales in Chicago. Robert M. Hawkes, formerly of the Chicago sales staff, succeeds Mr. Wolpert.

Summer Sales
for you in Detroit and Southeastern Michigan

Salesmakers all! That describes the sprightly line-up of local summer fare on WWJ-TV. These are programs you can depend on for genuine viewer interest, for depth impact that moves merchandise. These are shows that people really look forward to, really sit down to watch, really follow with enthusiasm.

Check the list—then call your PGW Colonel and place your summer schedules on WWJ-TV, Detroit's Believability Station.

"Mr. Adams and Eve"
9:30 A.M.
Monday through Friday

First run off network, this delightful series stars Hollywood's Ida Lupino and Howard Duff—catches Mrs. Detroit just before her morning shopping trip.

"It's a Great Life"
1:00 P.M.
Monday through Friday

Always a big Detroit favorite. "It's a Great Life" provides 30 minutes of midday fun and buying inspiration for thousands.

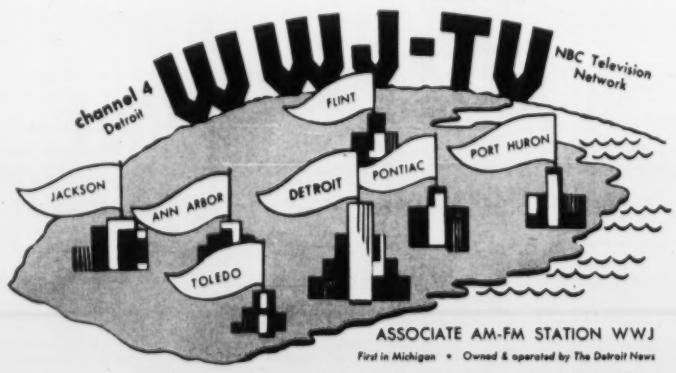
"I Married Joan"
1:30 P.M.
Monday through Friday

Lovable, laughable Joan Davis is winning still more friends in her new summer time slot preceding NBC's "Queen for a Day."

"The Life of Riley"
6:15 P.M.
Monday through Friday

With its impressive track record, "The Life of Riley" is perfect for family-seeking advertisers. It follows WWJ-TV's popular "Six O'Clock News-Weather" strip.

Salesmaking coverage, too! Northward to Flint and beyond, southward to Toledo and beyond, Detroit's WWJ-TV covers one of America's largest and wealthiest centers of population



ASSOCIATE AM-FM STATION WWJ
First in Michigan • Owned & operated by The Detroit News
National Representatives: Peters, Griffin, Woodward, Inc.

Hugh...

Hugh Grey grew up at the mouth of the Merrimac River in Massachusetts, where fishing, shooting and sailing were as native as the proverbial cod. He started trout fishing when he was so small that his father carried him on top of a rucksack which contained their tackle and lunch.

It took no soothsayer, then, to foretell that Hugh would become an outdoorsman. He has hunted and fished twenty-four states of the Union, as well as wide parts of Canada. His trophies are too numerous to mention. In almost natural sequence, he became assistant sports editor of Newsweek, editor of National Sportsman, and, in 1946, editor-in-chief of Field & Stream.

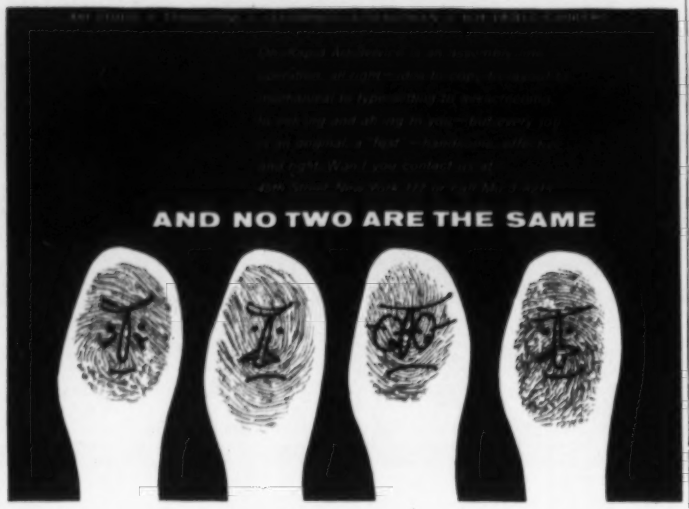
Today, at Field & Stream, Hugh heads the largest staff of sportsmen editors in the business—men whose unquestionable know-how has kept faith with the millions of Field & Streamers who expect the very best. You will learn more about these outstanding personalities in the months ahead.

During forty-eight consecutive years more advertisers have placed more advertising in Field & Stream than in any other sportsmen's magazine. For in a vast market where competition is keen and circulation numbers trumpeted noisily, quality is often lacking. Field & Stream has both — *quality* and *productive* numbers.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine



Wilder, 2 Others Join 'Look'

David Wilder has joined *Look* as a member of its Chicago sales staff. Mr. Wilder resigned as regional advertising manager of *Forecast for Home Economists* recently to join *Material Handling Engineering* (formerly *Flow*) as midwestern sales representative in Chicago. He left *Material Handling* after a month to join *Look*. *Look* also has named Walter Byron Jr., formerly with Foster & Kleiser Co., and Charles Campbell, formerly with the Los Angeles *Mirror-News*, to its West Coast ad sales staff.

Falconer Forms New Agency

Arthur J. Falconer Jr., formerly a vp of Richard La Fond Advertising, New York, has opened his own agency, Arthur J. Falconer Advertising. In addition, in association with William E. Schremp, a former editor of *Chemical Processing*, Falconer & Schremp Associates, a public relations company has been opened. Both companies are at 1 E. 53rd St., New York. Mr. Falconer said he would be ready to release the names of his clients in about two weeks.

Rowe Joins Richard Lane

William G. Rowe has been named exec vp of Richard Lane & Co., Kansas City, Mo. Mr. Rowe previously was with the Kansas City office of Rogers and Smith and prior to that was exec vp of Carter Advertising Agency.

Loving Joins Gene Wyble

D. D. Loving, former weekly newspaper publisher and trade publication editor, has joined the promotion staff of Gene Wyble Advertising Agency, Millville, N.J.

YOU CAN'T MAKE LOVE BY LONG DISTANCE

Proximity—that's what it takes to win a woman. And that's what it takes to win and hold an audience. This is the simple, logical reason why WJR has ended its network affiliation in favor of its own programming.

Our audience is our first concern. Serving the most people in the most acceptable way calls for programming that's tailor-made to suit the many varied tastes of our listeners. That's what we call complete-range programming . . . programming with something for everyone.

On WJR today there are an impressive number of new programs —new services—new voices. But actually, these new programs are simply an extension of our long-standing, well-accepted philosophy of something for everyone.

It adds up to this—we are providing the 17 million folks in WJR's area with a more interesting, exciting and varied program service than ever before.

In this way we not only serve our listeners but our sponsors better. With WJR's new complete-range programming, the advertiser gets an even larger, more responsive audience. See your advertising manager, agency or Henry I. Christal representative.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Aubrey Believes He'll Free Cowan for More Creative Work at CBS

(*Continued from Page 3*)

network, come up through the ranks in various sales, station management and programming posts.

Except for brief periods as a salesman with Street & Smith and Conde Nast Publications following World War II, duty with the Air Force and two years with ABC as a program vp in 1956-58, he has spent his working career at CBS.

He started as a salesman at the Columbia-owned Los Angeles radio station in 1948. He moved up the ladder by becoming sales manager and then general manager of the sister station, KNXT, as well as head of Columbia's Pacific network. In June, 1956, Mr. Aubrey, the son of veteran Chicago agency man, James T. Aubrey [whose picture AA ran in error last week in a story about young Mr. Aubrey], moved into the national network area as manager of network programs in Hollywood. He kept that job until he switched to ABC in December, 1956, as vp in charge of programming and talent.

■ By April, 1958, he was back at CBS, working on the parent company level as adviser to the top management and as vp for creative services. Mr. Aubrey stepped into this title after Louis G. Cowan relinquished it to become president of the CBS Television Network, following the separation of the network and station operations of CBS-TV.

How does Mr. Aubrey visualize his new job and its effect on CBS?

He told ADVERTISING AGE that he doesn't expect to make any administration changes in the network's "very efficient" operational setup. He considers his major responsibility, like that of every top tv executive, to be programming. He thinks he will be able to free Mr. Cowan, a program expert, to devote more of his time to the creative aspects of tv.

"We've basically a program team," he said.

Mr. Aubrey said the network doesn't expect to lose any more key program personnel; he said there have been no resignations in the sales department. He doesn't note any major programming trends on the horizon, with the 1959-60 schedule already pretty well "locked in."

■ As for sponsorship patterns, Mr. Aubrey believes they should be kept fluid to attract a variety of advertisers, including those with limited budgets which can't afford regular long-term sponsorship. But he doesn't think the medium is moving toward the day when editorial and advertising content will be separated. ≠

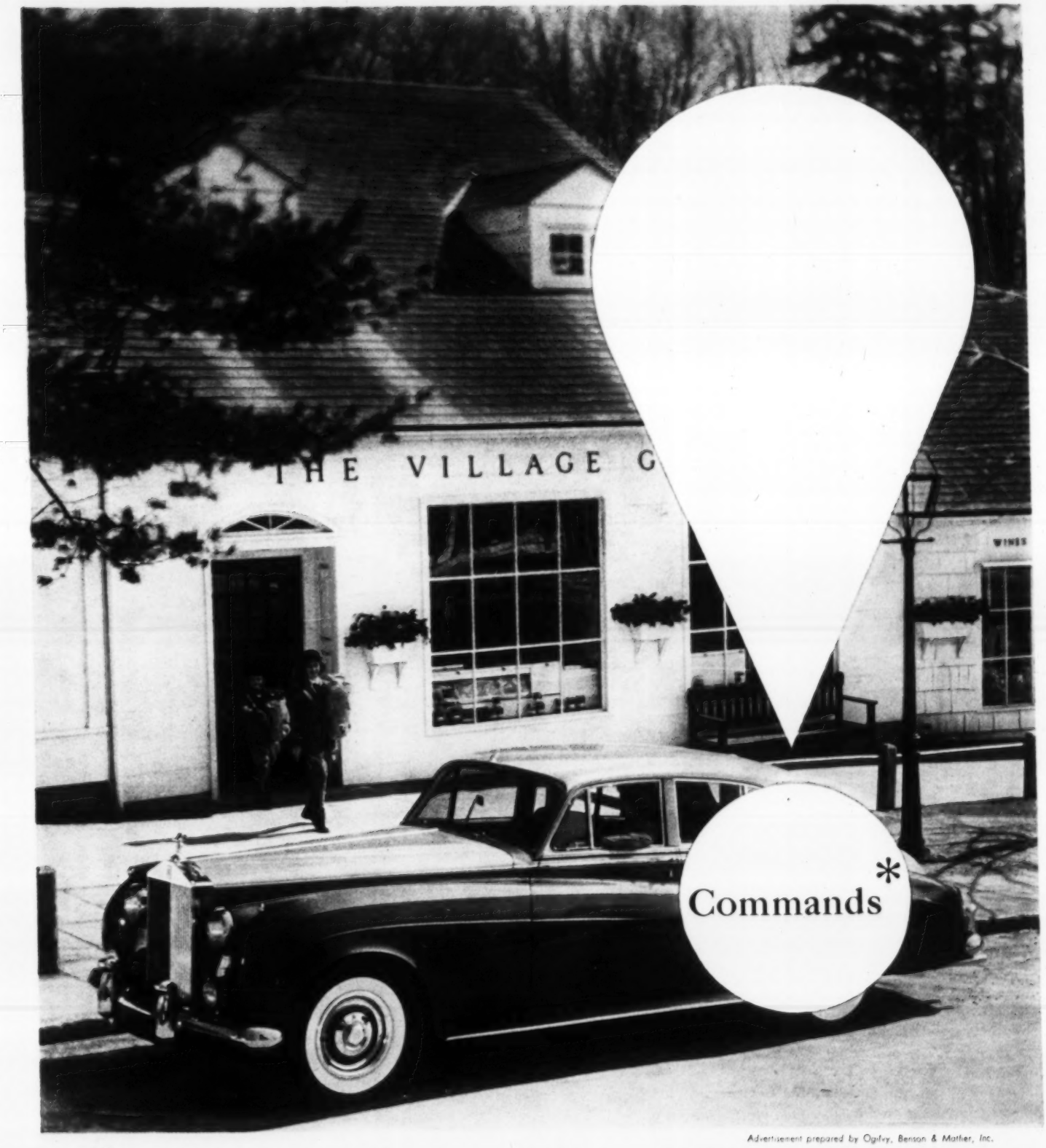
Pabst Will Show Profit in '59, Perlstein Predicts

Harris Perlstein, board chairman of Pabst Brewing Co., Chicago, has predicted that the brewer will finish 1959 with a "reasonable profit."

He said the company showed a profit for March and April and expects a profit for May. Pabst last year had sales of $140,810,336, but suffered a consolidated loss, less special credits of $562,636.

N. Carolina Legislature Kills Bill Limiting Outdoor Ads

The roads committee of the North Carolina House of Representatives has killed a bill which would have entitled the state to more federal highway funds by strictly limiting advertising along the route in the state. The bill was backed by the North Carolina highway commission.

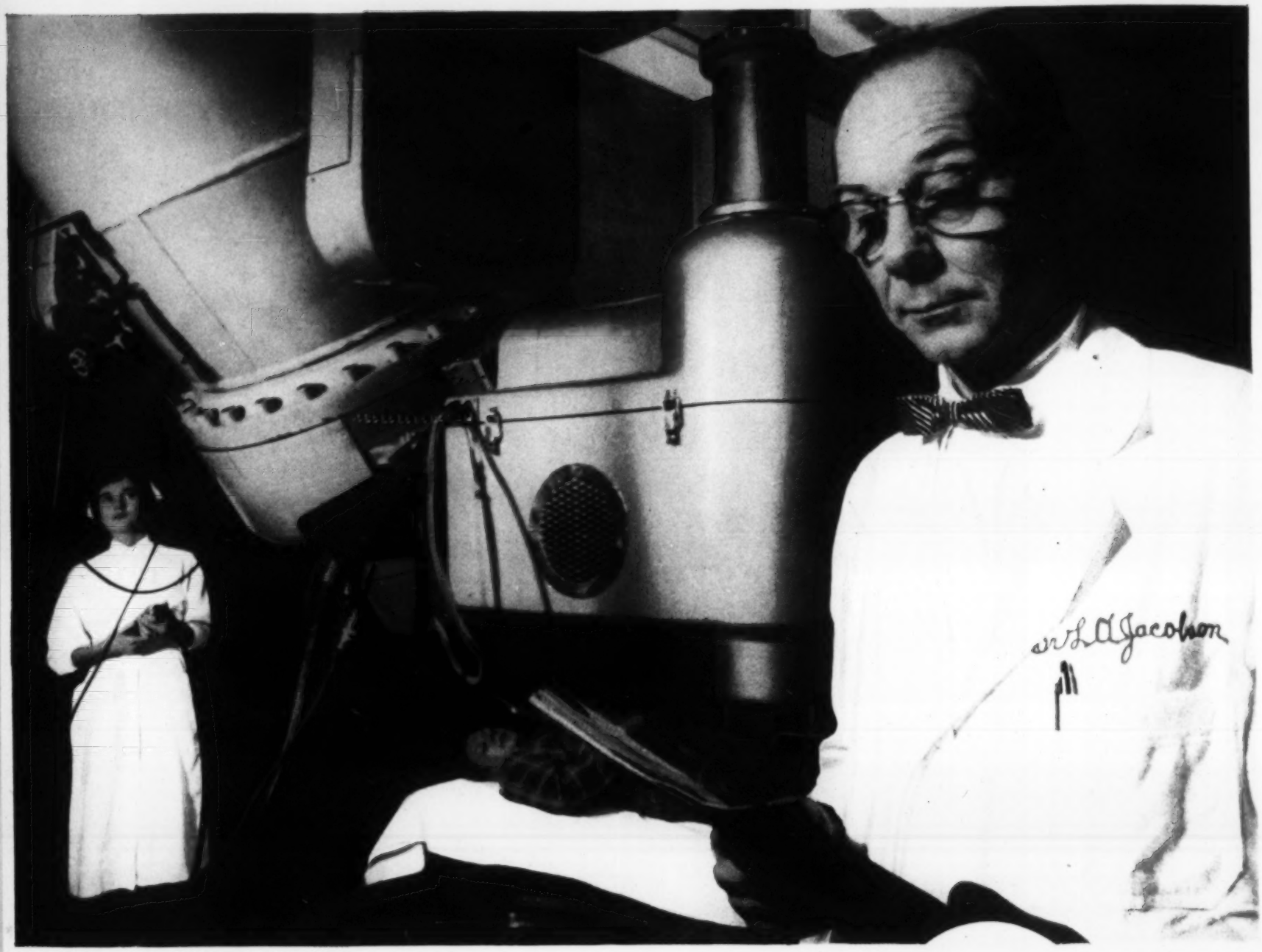


Advertisement prepared by Ogilvy, Benson & Mather, Inc.

* "Sales up 50 per cent in 1958. Rolls Royce credits its advertising campaign in The New Yorker with being responsible for an important share of this increase. Inspired favorable editorial comment from coast to coast."

Wasthrop Brubaker — Public Relations Officer, Rolls Royce, Inc.

THE NEW YORKER MAGAZINE



THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

Chicago is still a city of frontiers. The atomic age was born here and, ever since, scientists, researchers, teachers and doctors have sought to apply the atom to man's problems. They have made great things happen.

The scene above shows the latest atomic techniques in the treatment of cancer. This massive equipment is in the Cancer Research Hospital owned by the Atomic Energy Commission but operated by The University of Chicago. It is in one of nine hospital units at the university which together make up the University of Chicago Clinics.

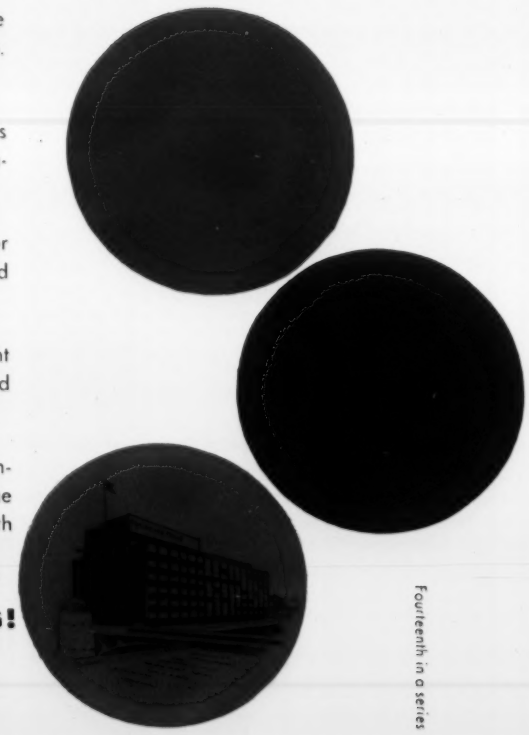
Multiply what this represents by the facilities of the city's vast West Side medical center, scores of great hospitals in and near the city, and thousands of pioneering researchers, teachers and practitioners, and you have the reason for Chicago's supremacy as a national center of medical investigation and achievement.

In their different field, newspaper people are frontiersmen too. The really serious newsman—and the paper he creates—accept responsibility for more than supplying news and entertainment. They seek out, expose and combat the social and political ills that confront mankind.

In terms of a strong editorial position and crusading enterprise they undertake to supply leadership and to point solutions. They fight the cancer of graft and crime, alert the citizen to his perils, suggest and urge solutions and remedies in the whole field of human affairs.

This responsibility Chicago's Sun-Times accepts and a great part of its research, enterprise and writing are concentrated in meeting it. Thus do the Sun-Times' publisher, its editors and writers give point and significance to the paper's fine new plant. Chicago—still ready to acclaim the pioneer spirit—has rewarded their efforts with steadily increasing readership, attention and support.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!



Fourteenth in a series

Brand Foods Build Turnover, Profit in Stores: 'This Week'

NEW YORK, June 2—The contributions of national brands to the grocery business are spelled out by *This Week Magazine* in its eighth biennial grocery study, "The Big Challenge in Food Marketing."

The most comprehensive report in the 16-year history of these studies, the report states that "as far as distributors are concerned, the private label is here to stay.

"But even so, the public brand can make a better cause for itself than is commonly appreciated even by some manufacturers," the report says.

Three store chains which are vigorous national brand promoters, and which have a store average and turnover factor almost double that of private label supermarkets, are cited in the study.

"The national brand with its built-in velocity, developed by strong consumer advertising, develops the turnover and the profit that the supermarket needs to operate successfully," it states.

■ The supermarket industry could not continue to grow without the flow of new products "created, engineered, advertised and promoted by the national manufacturer," the study continues. Effective distribution may well be the key to marketing success, and therefore trade attitudes and the retail franchise are just as important as building a consumer franchise, it points out. #

'Miami News' Names Harold General Ad Manager

Carl S. Harold

The *Miami News* has appointed Carl S. Harold general advertising manager, succeeding Richard Kingston, who resigned several weeks ago to work for DuPont Plaza Exhibition Hall, Miami.

Mr. Harold has been a member of the *Miami News* general ad sales staff since 1957. Before that he was with RKO, Radio Corp. of America and WMIE and WTVJ-TV, both Miami.

Upjohn Appoints Four

Upjohn Co., Kalamazoo, Mich., pharmaceutical company, has made four appointments in its marketing division. W. C. Sugg, who became an Upjohn salesman in 1931, has been named assistant marketing staff administrator. Replacing him as assistant director of domestic branch sales is K. B. Zorn, formerly regional sales manager in Los Angeles. A. B. Huellmantel, formerly assistant to vp for marketing, will head a new department of marketing personnel. His old position will be filled by Paul Riggs, formerly a member of the product and program planning section.

John Graff to Dickerman

John Graff, formerly vp and account supervisor with Fletcher D. Richards Inc., has joined Dickerman Advertising, New Hyde Park, N.Y., as vp and account executive. The agency has also added three new accounts: Wheeler Laboratories, Great Neck; Norman Radio Distributors, Jamaica, and Crown Shower Door Inc., Floral Park.

Fisher Moves to Agency

Henry Fisher, formerly assistant trade commissioner with the Netherlands Trade Commission in New York, has joined Mann-Ellis, New York, the commission's agency, where he will be in charge of public relations and promotional activities.

NEW TRAVEL SERVICE—*M. S. Hattwick (right), ~~director~~ of advertising of Continental Oil Co., presents President L. F. McCollum of Continental, the first new "Touraide" off the press. The "Touraide" is a 64-page book containing maps of the U.S., Canada, Mexico and Alaska. It is available only from Conoco service station dealers in the company's 28-state marketing territory.*

Commer Named Sales Head

Richard H. Commer has been appointed director of sales of *Hampshire Press*, Rockville Centre, N.Y. Prior to joining the lithography company, he was an account representative in the national advertising department of Newsday Inc., Garden City, N.Y.

Wallace Buys McLean Book

Wallace Publishing Co. Ltd., Montreal, has purchased *Manufacturing & Industrial Engineering* from Hugh C. MacLean Publications, Toronto. Effective with the June issue, this publication will be incorporated into *Plant Management*.

Sheridan Rejoins Admiral

Martin Sheridan has rejoined Admiral Corp., Chicago, as director of public relations. Mr. Sheridan held the same position from 1951-1957, when he returned to Boston to serve as director of information and publications for the New England Council.

'U. S. News' Names Three

U.S. News & World Report, Washington, has named George R. Ludlow, formerly with Meredith Publishing Co., to its New York sales staff, George H. Mikesell, formerly with *National Geographic Magazine*, to its advertising promotion staff, and Charles A. Hurt, formerly with American Aviation Publications and Huebner Publications, to its Chicago sales staff.

National Catholic Family Magazine

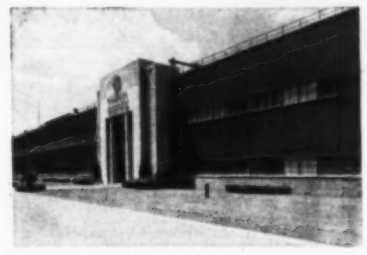
Tap this GROWING market by means of regular advertising

AUGUST ISSUE CLOSES JUNE 20

Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

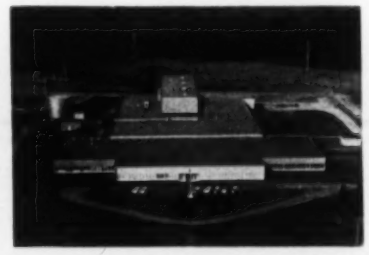
St. Anthony MESSENGER

The Utica Division of Bendix Aviation Corp. manufactures aviation accessories and turbine-driven products in this giant plant, and tests them in its own 17,000 sq. ft. test facility in back.



This huge General Electric plant, one of 3 in Utica, is HQ for GE's Light Military Electronics Dept. It produces missile guidance systems, radar, sonar and countless other components of national defense.

The Utica plant shown here is the largest manufacturing unit of the Chicago Pneumatic Tool Co. It employs about 1,600 people, and supplies over 2,000 separate products to ten major industries.



This gleaming new Utica plant of the Metals Division of Kelsey-Hayes Co., manufacturer of automotive and aviation parts, is the largest vacuum induction melting facility in the world.

THE UTICA STORY

IN INDUSTRIAL GROWTH... Recent *major* installations by such industrial giants as General Electric, Bendix Aviation, Chicago Pneumatic Tool, Kelsey-Hayes and the Remington Rand Division of Sperry-Rand, Inc., offer proof positive that Utica, N.Y., is a fine place in which to do business.

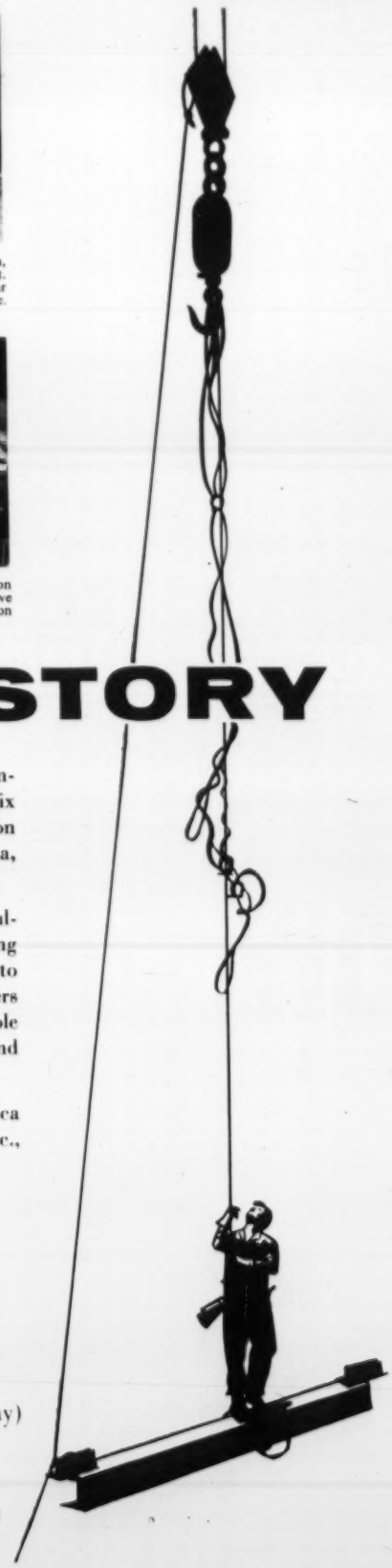
It's a fact, Utica is taking the lead in industrial growth, and in cultural and civic programs as well . . . Just as its Pulitzer prize-winning papers have taken the lead in helping to make it a better place to work and live! It is a matter of record, too, that the Utica newspapers have played a key role in attracting new industries and new people to the area . . . and in providing a civic climate in which to grow and prosper.

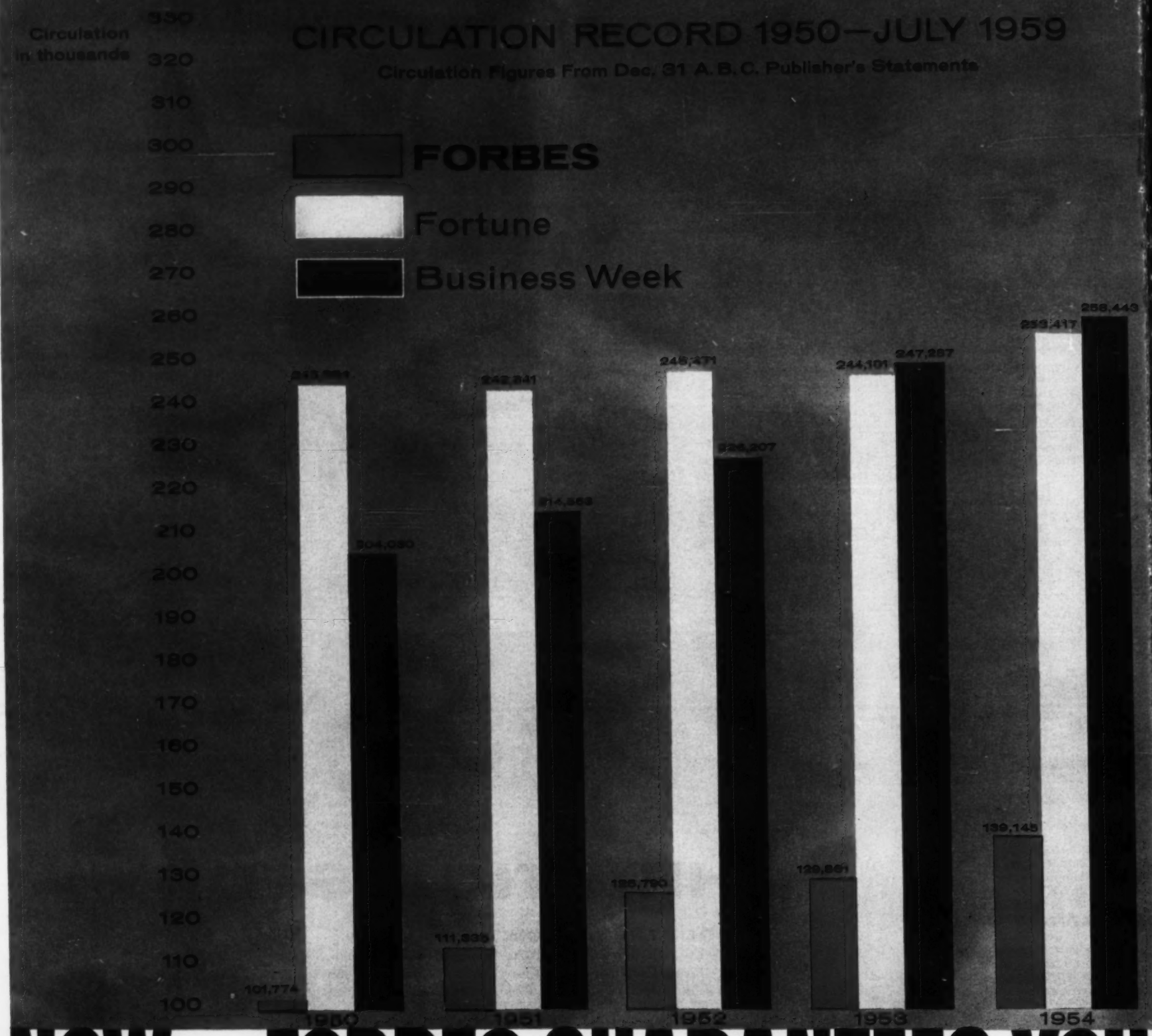
There are selling opportunities galore right now in the bustling Utica market. Call or write your nearest Gannett Advertising Sales, Inc., representative for the facts and figures.

The 1959 Winners of the Pulitzer Gold Medal for Meritorious Public Service

THE UTICA DAILY PRESS (Morning)
THE UTICA OBSERVER-DISPATCH (Evening & Sunday)
MEMBERS OF THE GANNETT GROUP OF NEWSPAPERS

Gannett Advertising Sales, Inc., offices in:
New York Syracuse Chicago San Francisco Detroit Hartford



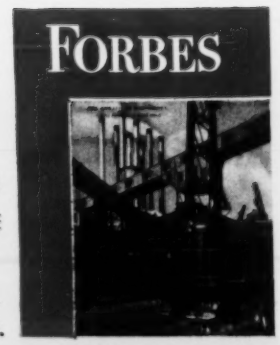


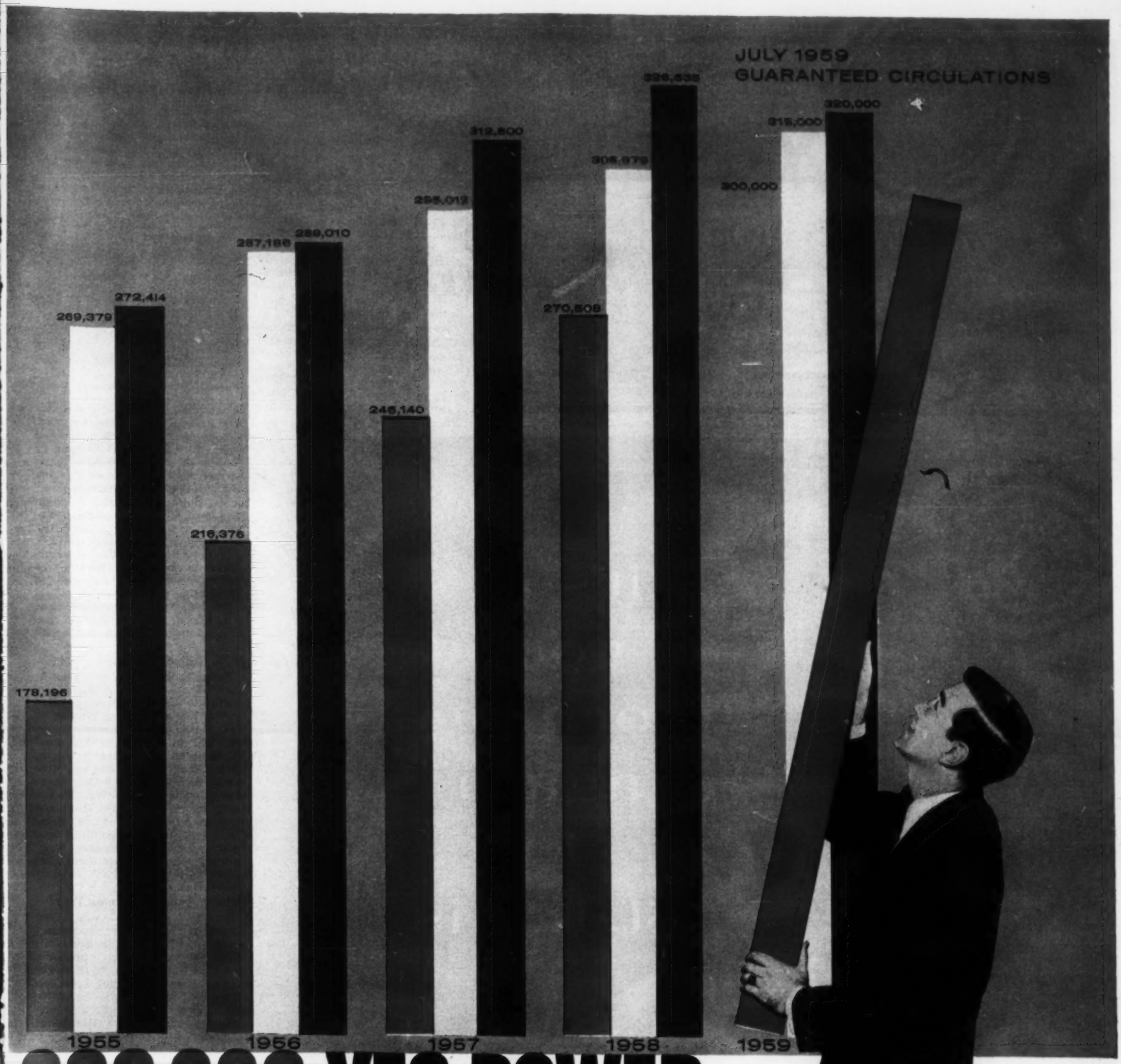
NOW... FORBES GUARANTEES YOU

Comparison of Circulation Production Sources of Publisher's Statements for the 6 Months ending December 31, 1958

	SOLD AT BASIC PRICES	SOLD BY MAIL	SOLD FOR ONE YEAR OR MORE
Forbes	75%*	88%	99.4%
Business Week	66%	62%	99 %
Fortune	49%	76%	82 %

*96.6% of Forbes subscriptions were sold at basic prices if you treat our "2 extra issues for cash at regular one-year price of $6" as basic.





300,000 YES POWER

America's fastest-growing management magazine reaches another new all-time high in guaranteed circulation! Now, your advertising in Forbes will be noted and read by more than 300,000 of the men with YES POWER...top management men who decide what their companies buy, and where...the men who can say "Yes" to you!

The men who control the most important businesses read Forbes...every issue, cover to cover...to keep fully informed on what is being said and thought of their companies, their competition, their customers! They know that Forbes rates and evaluates management of over 600 companies each year! They can't afford to miss one issue! Proof: Forbes readership has *tripled* during the last nine years! Conclusion: To reach the men who control America's purchasing power, your advertising belongs in Forbes! To get a sample copy of Forbes' latest issue, drop a note to "Pete" Rees. Forbes • 70 Fifth Avenue • New York 11, N. Y.

SELL Oklahoma's Biggest TV Market
...the KWTV Community...
from KWTV OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

NCS NO. 3
Spring, 1958
WEEKLY COVERAGE
Total Homes Reached
DAY and NIGHT:
263,880

CBS

See your PETRYman

O'Keefe Adds Three Accounts

Ray C. O'Keefe Advertising, Chicago, has been appointed to handle advertising for the Sportsman's Park Harness Racing Meet, Chicago Skyline Coach Co., Elkhart, Ind., and Associated Mills, Chicago. Kuttner & Kuttner was the previous agency for Associated Mills.

Galbraith-Hoffman Adds One

Galbraith-Hoffman Advertising, which has moved to larger quarters at 29 W. 56th St., New York, has been named to handle advertising for Moran & Fischer, New York newspaper representative for 150 weeklies. Fred Gardner Advertising formerly handled the account.

Sonic Arts Names Agency

Sonic Arts, Chicago, sales, administrative and producing organization for sound products of the Robert Oakes Jordan Inc. laboratories, has appointed the Chicago office of Fletcher Richards, Calkins & Holden to handle its advertising.

Brophy, Gale Win 1st AFA Awards for Distinguished Service

NEW YORK, June 2—Thomas D'Arcy Brophy and Samuel C. Gale have been named to receive the first annual Advertising Federation of America Awards for Distinguished Service.

Mr. Brophy is former chairman of the board of Kenyon & Eckhardt. He retired in September, 1957. He

Thomas D. Brophy

Samuel C. Gale

is chairman emeritus of the American Assn. of Advertising Agencies, a past president of the National Outdoor Advertising Bureau, a founder director of the Advertising Council and a director of the Advertising Federation of America.

Mr. Gale, who retired as vp in charge of advertising, home service, public services and marketing research, General Mills, in 1955, still serves General Mills as a consultant in these fields. He is a former chairman and a director of the Advertising Council.

The awards will be conferred at a luncheon June 8, part of the AFA's 55th annual convention. #

N. Y. Adwomen Elect Stock

Emma E. W. Stock, co-director of advertising *Forbes*, has been elected to a second term as president of the Advertising Women of New York. Other officers elected are Margot Sherman, McCann-Erickson, 1st vp; Frances F. Barth, Cortez F. Enloe Inc., 2nd vp; Helene L. Benson, Bache & Co., treasurer; Cecilia A. LeFevre, Wakefield, *Sports Illustrated*, assistant treasurer; Ida B. Crawford, Bristol-Myers Co., corresponding secretary, and Jean S. Travis, Warner-Lambert Pharmaceutical Co., recording secretary.

Bendix Aviation Names Two

Bendix Aviation Corp. has named R. M. Parks advertising manager of Bendix radio division's industrial electronics products group, Detroit. Mr. Parks formerly was assistant advertising manager of the division's avionics products group. Bendix Aviation also has named A. G. (Tony) Baragona, formerly with General Electric Co., assistant advertising manager of the computer division in Los Angeles.

Flacks-Abramsohn Adds 1

Carlisle Laboratories Inc., Yardley, Pa., has appointed Flacks-Abramsohn, Trenton, N. J., to handle advertising and sales promotion for CL-7, a new liquid drain cleaner, and Cess-Kleen, for use in cesspools and septic tanks. Both products are now distributed in the New York, Philadelphia and Boston areas.

Duro Switches to Kemper

Duro Co., Dayton manufacturer of domestic water pumps and water conditioning equipment, has appointed Don Kemper Co., Dayton, to handle its advertising. Weber, Geiger & Kalat is the former agency of record.

'Newsweek' Names Two

Newsweek, New York, has named Ted McNulty, formerly with *McCall's*, assistant director of publicity and Guy Voyce, formerly with Batten, Barton, Durstine & Osborn, to the ad staff of *Newsweek International*.

(Reprinted from the Washington Post and the Evening Star, June 1, 1959)

A Wide-Open "Washington Letter" . . .

To America's 5,697 Important Radio Advertisers

—and to the Washington Area's Most Important Million Citizens: Our Federal Government's Employees, Their Families and Friends.

FOREWORD: *This is the first personal message I have ever addressed to—and in behalf of—the tremendously important Washington area consumer market . . . in many ways the most important of its kind in America today. Seldom, if indeed ever, in this country's brilliant advertising and marketing history, has a radio station been planned so completely to surround, saturate and sell a market so rich in potential, as the 250,000 Government Employees whose listening ear this station now specifically serves. Those who fail to read the following statement will miss a business message of inestimable value.*

Connie B Gay

CONNIE B. GAY
President, and Chairman of the Board, Radio Station WGAY.
(Now with studios in Maryland, Virginia and the District of Columbia)

* * *

With the publication of this announcement, there comes to you the first news of an entirely new technique in shaping an advertising medium to *exactly, specifically fit* a rich, and vitally important consumer market.

It is (so far as is known) the first *successful* attempt to apply to the great field of radio broadcasting the *only* basic principle ever found successful in designing a *primary* consumer advertising medium of any kind.

Nowhere else in America (so far as is known) is there a radio broadcasting station beamed so *directly and exclusively* at—and for—a large prosperous group of free-spending consumers and their families and friends, as the Washington area's *new* Radio Station WGAY.

With a specialized broadcasting service that includes news of, and for, the Federal Government and its dedicated Washington area workers, WGAY announces the final triumph of years of careful planning.

Planning which now makes this station—alone of all advertising facilities available to those who wish to advertise in this rich, important consumer market—the finest and most profitable *selling* medium available.

* * *

In order to fully bring out the importance of this new broadcasting achievement, consider these typical examples:

—A retailer, plant owner, lawyer, accountant, doctor or businessman in any line, has one or more magazines or trade journals edited and published exactly for him.

—A housewife, fashion designer, or career girl has many magazines, radio programs, TV programs and the like that appeal exactly to her own special interests.

—An average man or woman in office, factory, or construction work has newspapers, magazines, and programs of wide general interest to keep them informed on their own work and affairs.

But nowhere in the entire Washington market area has there been a radio station or broadcasting facility which is designed specifically and exactly to select, reach, interest and sell the U.S. Government Employee, and his or her circle of family and friends.

Our 250,000 Federal Government workers number a full quarter-million of $6000-and-over incomes—who with their families and friends comprise a "market within a market" of close to *one million consumers.*

Yet up to now, the only way to reach this huge prosperous "market within a market," was through advertising media edited and published—not for this specific group—but for the general public at large.

No wonder that advertisers wishing to reach and sell the Government Employee, have found that it has been—up to now—one of the most expensive *per capita* advertising projects on the American business scene. *And this is particularly vital, when you realize that in reaching and selling the Government Employee, regardless of his or her level or status, you reach and sell a "sphere of influence" that places all consumers in the whole great Washington area market right in your lap.*

* * *

No city on earth, no matter where, is quite like Washington, D. C.

Advertisers and marketers who judge it by other markets, or try to sell in Washington by generally accepted marketing procedures, sometimes miss this fact.

It is the Government Employee, at all levels, who makes this so. Washington is a City of Government, and of the men and women who make good government in this country possible.

To many marketing experts, it has long been a source of wonderment that so little broadcasting time on the air, and so little space in so many publications, has been devoted *specifically and exclusively* to the people and the governmental agencies that are personally and officially responsible for the movement and activities of governmental affairs.

It has been a source of wonderment to me. (Especially during the ten years I spent as a Government employee.)

It has been a *challenge* to me, to find a way of providing constant, scheduled, tailormade broadcasting news and comment *of and for* this "market within a market," within the Washington area: *The all-important people who help run the United States Government.*

Recently, with the purchase of Station WGAY, this challenge became an opportunity.

And so, today, it is my privilege to promise greater Washington a new technique in radio broadcasting.

A technique designed for the viewpoint of the listener and advertiser in this inherent segment of our American way of life.

To further clarify this new WGAY technique, it is necessary to borrow another example from other media fields—*because nothing like this has ever happened in radio broadcasting before.*

A few years ago, on the eve of one of the highest circulations in the history of general publications, a great and time-honored national magazine announced it would have to cease publication.

Now why would a great magazine, read by millions, fail of its purpose?

The answer is, *lack of specialization.* When a publication (or a radio station) *tries to serve too broad an area . . . when it tries to be all things to all people . . . it ends inevitably doing too little for too many.*

The new WGAY will not be guilty of such a marketing error.

We are concentrating specifically on the men and women of Government, and through them their families and friends, who comprise the "market within a market" of our great Washington community.

How the New WGAY Will Implement this Specific New Radio Concept.

Within the framework of our Federal and District Governments are more than 80 separate agencies.

Each one of these regularly releases news of importance—not only to the public at large, but *to those who comprise the agency personnel.*

—Up to now, there has been no day-to-day, regularly-scheduled dissemination of the news from these agencies. Such news has been subject to the needs of radio and news publication editors, and has been used on a basis of *interest to the general public* rather than government personnel.

—Thus, in the welter of news releases that pour out of these Government agencies, many important items are overlooked. Contrary to sentiment (in some quarters) that so many releases are unnecessary and costly, it is quite evident that they are not only necessary but vital in the complex movement of Governmental affairs.

It is the calculated policy of the NEW Radio Station WGAY to broadcast Government News Bulletins each quarter-hour throughout the broadcast day.

Plus the kind of good music that has been responsible for the sale of millions upon millions of albums and single records. Records by such great artists as: Perry Como, Percy Faith, Frank Sinatra, Patti Page, Doris Day, Peggy Lee and scores of others.

In this way, the entire area of Governmental activity will become public knowledge.

And employees of Government will, themselves, keep abreast of the activities and decisions of their own agencies, departments, divisions and offices—whether at home or in the car—by staying tuned to WGAY.

* * *

But the news of Government itself is only part of the new WGAY broadcasting Services. News is not necessarily "news" to all.

Nor is it of particular interest to the individual, except as it affects *him.*

Therefore, the new WGAY concept of airing Government activities will be personalized for those to whom it is of paramount importance: *The Government Official and Staff Worker.*

Our quarter-hour news bulletins will frequently be broadcast by the *agency or department head personally.*

And not all of these bulletins will concern *decisions by departments* in their broader aspects.

Many of them will directly concern the inner activities of the agencies and the individuals concerned. In short:

—Although in serving the Government Employee we are—in the broad sense—also serving all of the people, WGAY *will not* establish an arbitrary "news policy" that requires our news bulletins to be of *general* interest to the "public at large."

—Primarily, our aim will be to keep Government Personnel informed of their own activities, of their own agency, department, or division—in a personal, intimate, airworthy manner.

—WGAY will serve, first and foremost, the specific interests of the quarter-million "first citizens" of greater Washington and their families and friends—the group who comprise the top-and-center segments of our social, economic and political community.

* * *

Business and Industry Should Quickly Learn the Value of this "Market within a Market"

If you are a businessman or manufacturer selling merchandise or offering services in greater Washington, this announcement is of compelling importance to you. And for three compelling reasons:

1. It means that for the first time, there will be a focal point of listening interest for Government people.
2. It means that for the first time, there is a *specialized* advertising medium in the Washington area that reaches the *first and the most people, with the most to spend.*
3. It means that an advertiser can now *beam* his message *exclusively* to Government Personnel, without the expense of using "general" media designed to reach "everybody."

For the first time in Washington, an advertising medium of "general" listener-interest will offer a *specialized, personalized* service to those *who mean the most, earn the most and buy the most in the Washington market.*

—For the first time you will have a direct pipeline to the prosperous, generous-spending Government Official and Staff Worker, whose per capita income approximates $6,000.00 a year—*and whose family-and-friends income is considerably higher.*

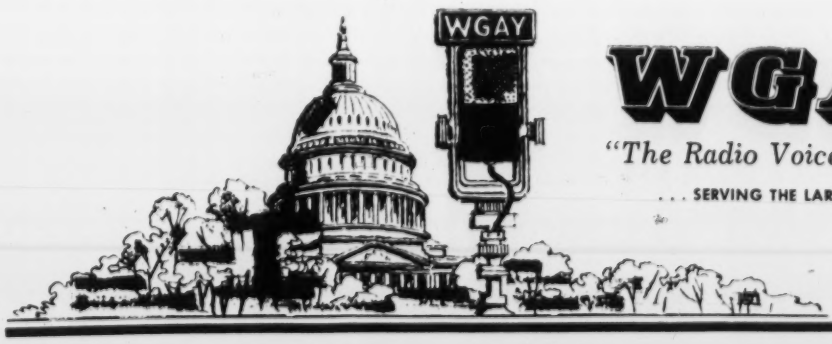
—For the first time *one* advertising medium in the Washington area can offer you a specialized broadcast-advertising service to the "cream of the citizenry" of our national capital.

I am grateful for this opportunity that has come to me. The opportunity of giving function, life and significance to an idea that has long occupied my time and thought.

By publishing this announcement, I want to pledge the facilities and abilities of Station WGAY and its staff to genuine, heartfelt service.

While we hope to entertain and inform many thousands of others . . . *our first consideration, and our dedication of service, is to those who serve our Government.*

CONNIE B. GAY
President, Chairman of the Board



WGAY *1050 on Your Dial*

"The Radio Voice of Government People in The Nation's Capital"

. . . SERVING THE LARGEST SPECIALIZED GROUP OF LISTENERS IN ANY ONE CITY IN THE WORLD

© Copyright 1959—Connie B. Gay

Another first from BOAT & MOTOR DEALER

10-MONTH DEALER COVERAGE by BOAT & MOTOR DEALER

Beginning in January, BOAT & MOTOR DEALER, the *exclusive* all-dealer magazine in the marine market will publish every month of the year, except July and December, to give full coverage of the big-selling months in the booming boat market. Watch for full details.

VAC

BOAT & MOTOR DEALER

8150 NORTH CENTRAL PARK • SKOKIE, ILLINOIS

Now reaching over 18,000 marine dealers

Financial Woes Close Conover Agency; It's Changing but Lucrative Field, Says Jones

NEW YORK, June 2—Harry Conover, one of the biggest names in the model agency business, was under fire from New York's department of licenses, district attorney and several former Conover girls this week after his agency was accused of reneging on model fees.

As a result of the charges—many involving child models—Mr. Conover lost his agency license. Books and records of the Conover agency and Conover career school were subpoenaed for possible criminal or civil action.

In three complaints made public, fees ranging from $1,103 to $2,200 were allegedly owed by the agency. The total of fees alleged to be unpaid has not been disclosed, but the district attorney's office here said that "more than 20" models are involved and that "over 100" persons have been questioned on the case.

The Conover agency's troubles were brought to light when a 17-year-old model blew the whistle on the agency for alleged nonpayment of fees. The model's gripe touched off a raft of other complaints against the agency, operated by Mr. Conover and his ex-wife, Candy Jones.

■ While Mr. Conover and Miss Jones were identified as man and wife in the original complaints, a court appearance by Miss Jones' attorney in response to the complaints disclosed that the former model had been operating the Conover agency on her own since Mr. Conover "walked out" on her and the agency a year ago.

According to the attorney, Ira W. Berman, Miss Jones and Mr. Conover were divorced last month. He said that after her husband walked out, Miss Jones took over the agency in an attempt to keep it going. She never made "a penny" on the agency, Mr. Berman said, and had even invested about $100,000 of her own money, earned through the Candy Jones Career School, which she still operates.

Closing down the Conover agency ended a 20-year period during which the Conover "cover girl" became synonymous with a fresh-faced, all-American type of beauty.

■ After a varied career as factory hand, disc jockey, soap opera actor and toy salesman, Harry Conover—who worked occasionally as a model himself—decided to start his own agency, and in 1939 opened a closet-size office in New York.

Mr. Conover's avowed goal was to bring to the modeling and advertising business the "natural, well-scrubbed look," in place of the slinky, ultra-glamorous models then in vogue.

The Conover campaign to substitute soap for sophistication caught on, and by the middle '40s advertisers were regularly using well-fed coed types in their advertising. By 1949, the Conover shop, whose glamorous graduates included such names as Candy Jones, Jinx Falkenberg, Choo Choo Johnson and Chili Williams, was reportedly grossing more than $2,000,000 a year.

In the early '50s, Mr. Conover, faced with stiffening competition from other model agencies pushing the same types of models, opened the Conover career school.

■ Last month, however, Miss Jones indicated, there was still plenty of money around in the modeling business.

In a talk before the Television & Radio Advertising Club of Philadelphia, Miss Jones told of changes in the model agency business, especially in the tv end.

"Advertising agencies no longer ask us to send over a pretty model. Our girls must go over as tv commercial actresses," she said.

A tv commercial girl, she said, may earn as much as $60,000 a year, but she must be a "good deal sharper" than regular models and must speak well and think quickly.

Of the Conover operation, Miss Jones said the agency maintained (in May) a list of 100 adults and more than 100 children who specialized in tv. She said the Conover shop interviewed more than 5,000 persons a year and "felt lucky" to find 25 qualified models.

Plantabbs Moves to Doner

Plantabbs Corp., Baltimore plant food company, has appointed W. B. Doner & Co., Baltimore, to handle its advertising. Foster & Green, Baltimore, is the previous agency of record.

The Worcester Telegram-Gazette has the PERFECT SELLING FORMULA

A + B + C = SALES

IN THE WORCESTER MARKET

A

A GROWING BILLION DOLLAR MARKET

EBI: $1,112,205,000*
UP 30.4% since 1954

Retail Sales: $669,589,000*
UP 12.4% since 1954

B

91.9% COVERAGE of Massachusetts' 2nd MARKET

Again, one of the top 50 Markets

Daily Circulation 162,449
Sunday 105,300

ABC Audit Dec. 31, 1957

C

PROVED HIGH READERSHIP

Publication Research† says . . . "The level of readership of the survey issue was well above the national average."

NOW! ALL EDITIONS — 7 DAYS A WEEK
FULL COLOR ACCEPTED

The Worcester TELEGRAM and GAZETTE

WORCESTER, MASSACHUSETTS

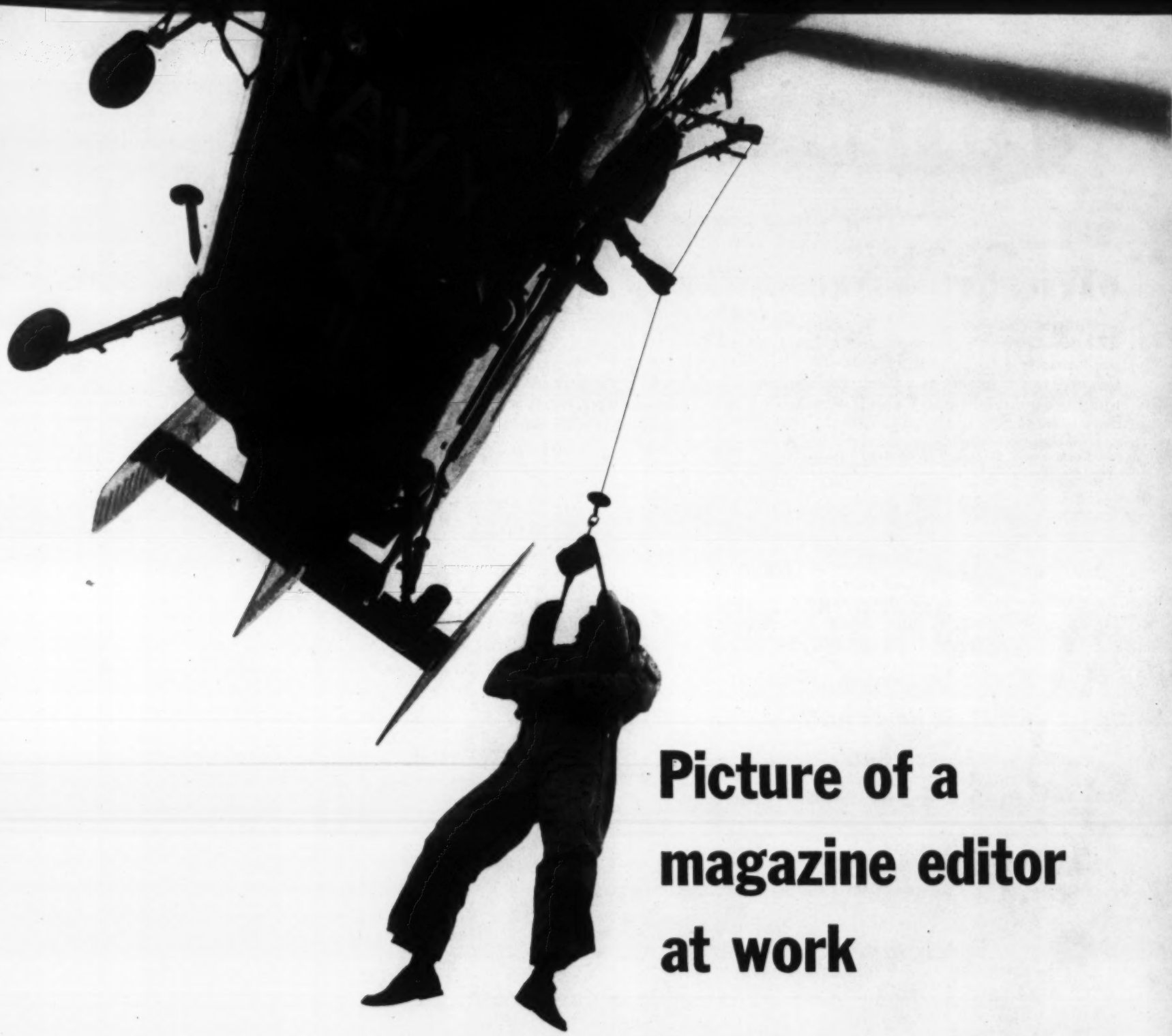
MOLONEY, REGAN & SCHMITT, Inc.

National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

* Source: Sales Management Survey of Buying Power, May 1958

† Source: Publication Research Service Study, Sept. 28 1958 Sunday Telegram



Picture of a magazine editor at work

"The War We Are Not Ready to Fight," in the May 26 LOOK, is another vivid example of how LOOK editors live the story to get the story.

Is America vulnerable to atomic attack by submarine? That's the story J. Robert Moskin, a LOOK senior editor, wanted LOOK to print. And that's the story Editor Moskin, with LOOK Photographer Douglas Jones, went out and got—*personally.*

To do it, they spent 12 weeks with U. S. Atlantic-area forces. They patrolled the skies—in aircraft shot by catapult from a carrier. They traveled the surface—after being dropped to a destroyer by helicopter cable. They walked the ocean floor—equipped with frogman's lungs. They took part in actual anti-sub missions with a U. S. hunter-killer group . . . visited a dozen Naval bases from Key West to Northern Ireland . . . talked with admirals, generals, Congressmen, NATO leaders.

And they got the story. A grim story of inadequate defenses. A story that is still being talked about in millions of American homes.

Dangling from a helicopter is not what journalism textbooks—or most magazines—would describe as a function of magazine editors. But a *LOOK editor* is a *LOOK reporter-writer-article producer.* When he takes over a story, he plans it, covers it, writes it, helps lay it out.

In an era of impersonal, process journalism, the LOOK approach of on-the-spot coverage by editors themselves produces the closest possible rapport between editor and reader—an emotional bridge that is unique among major magazines. This ability to make the reader *feel* as well as *see* is one reason why people like LOOK . . . why they talk about it so often . . . why LOOK has won 130 top editorial awards since 1955.

But more important, it explains why millions of Americans identify LOOK with warmth, understanding and wonder . . . with a kind of personal, exciting journalism that reaches so compellingly from the printed page into their own lives. *LOOK—the exciting story of people*

LOOK

PERSONALS

Close as a clean shave to the

DAVENPORT METROPOLITAN AREA!

Davenport Newspapers ___ razor close to 272,600 Quad-Citians and their $6,384 E.B.I. per household ___ reach 100% of the Scott County, Iowa, population — plus substantial numbers in Rock Island County, Illinois — 7 days a week.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

Ogilvy, Benson Names Four

Ogilvy, Benson & Mather, New York, has named Francis X. Houghton an account executive, David Grayson a copywriter and Peter Berla and Arthur Topol media buyers. Mr. Houghton formerly was with Benton & Bowles; Mr. Grayson was with Ted Bates & Co.; Mr. Berla was with B&B, and Mr. Topol with Donahue & Coe.

Otto Opens in Puerto Rico

Robert Otto & Co. has opened an office in Puerto Rico—its fifth branch outside the continental U.S. Heading the office is Oscar Reinosa, formerly with Young & Rubicam in San Juan and a veteran of 15 years in Latin American advertising.

Houck Joins Selling Research

L. Daniel Houck Jr., formerly with Young & Rubicam, has joined Selling Research Inc., New York, as market analyst.

WPIX Program Plan Aims to Increase Product Protection

NEW YORK, June 3—The attraction of three hours of product protection, coupled with an assurance of no double spotting at station break time, has helped WPIX line up an almost full house of sponsors for its Wednesday night mystery block of shows.

In the block, which starts at 7:30 p.m., EDT, are six syndicated series—"Public Defender," "Badge 714," "Code Three," "San Francisco Beat," "Highway Patrol" and "Decoy."

To get an evening of product exclusivity, an advertiser must buy at least half-sponsorhip of two shows every Wednesday night, plus a minute announcement at station break time. The usual 10- and 20-second IDs have been eliminated in this block of programming. The minimum buy will cost an advertiser about $2,800 net weekly, plus agency commission; an advertiser must sign for at least 13 weeks.

The minimum buy entitles a sponsor to four one-minute commercials within programs, plus the one-minute break period spot. Each five minutes of commercials will be rotated throughout the six shows over a six week period.

■ Charter sponsors for WPIX's Night of Impact plan, which started several weeks ago, are Liggett & Myers, for L&M (Dancer-Fitzgerald-Sample); Procter & Gamble for Spic and Span (Young & Rubicam) and Bristol-Myers, which bought the idea for four products: Ipana and Vitalis (Doherty, Clifford, Steers & Shenfield), Bufferin (Y&R) and Ban, through BBDO. (Ogilvy, Benson & Mather will take over the Ban account as of July 20, at about the same time the first 13-week contract on this plan expires.)

One unit is available.

This new Wednesday night sales plan grew out of Bufferin's request for greater product protection than is afforded on many participating programs in New York. In some instances competing products turn up within 15 minutes of each other on movies and other late night programming here. Bufferin sought greater protection from cold medicines as well as from competing headache remedies.

The station evolved the plan to serve a dual purpose—(1) to meet the needs of advertisers who want stronger product protection and (2) to entice advertisers away from participating schedules and back to program sponsorship. #

Eldon Roesler Purchases Control of Editorial Service

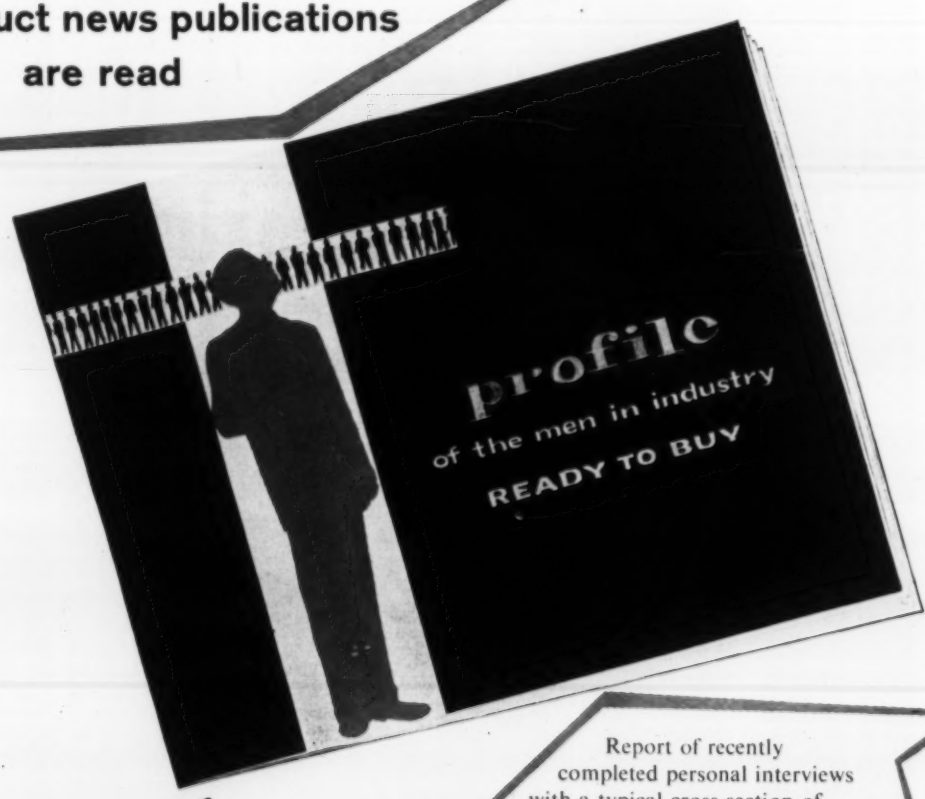
Eldon H. Roesler, former vp of Editorial Service Co., Milwaukee trade publications publisher, has purchased control of the company from the estate of the late David K. Steenbergh. Mr. Roesler, who moves up to president, will also be treasurer. Bruce W. Smith, former secretary, was named vp.

Editorial Service, parent company of Business Press, a printing company, publishes *Feed Bag*, the *Feed Bag Blue Book*, *U. S. Fur Rancher* and *Blue Book of Fur Farming*.

Gil Sayward Incorporates

Gil Sayward Associates, Ft. Lauderdale agency, has become incorporated after operating for 13 years as a partnership. President and exec vp are, respectively, Gil and Elaine Sayward, husband and wife team which founded the agency. Secretary-treasurer is Lucille V. Lively, account executive. Named vps are Al Erwin, copy chief; Don Velsey, senior account executive, and Roger McVicker, art director.

new editorial study gives you the answer to how and why product news publications are read



A *true* profile of the men in industry *ready to buy!*

Contains 1959 Data File of latest information on N.E.D. market coverage, readership and advertising results.

Write for your free copy today!

Report of recently completed personal interviews with a typical cross-section of industry's most important buying influences. Tells how key men depend on all types of industrial publications to help them do their jobs; the types they read, why they read them, how they use them.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NDP BPA

NOW OVER 81,000 COPIES (Total Distribution) IN OVER 43,000 INDUSTRIAL PLANTS

ALBERT GOMMI

© THE CHAMPION PAPER AND FIBRE CO., 1959

CONTROLLED MOISTURE CONTENT

That's one of the secrets of the outstanding performance of All Purpose Litho on long high-speed press runs. *The* blue-ribbon paper for all of the major reproduction processes, All Purpose Litho is distortion free, lies flat, has consistent quality and superior ink receptivity. For labels, box wrap, pressure-sensitive and heat-seal applications and a wide variety of advertising uses.

THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO

All-Purpose Litho

BY CHAMPION

CHAMPION PAPERS

ALL PURPOSE LITHO, as its name implies, incorporates all the qualities that make it adaptable for a wide variety of uses—labels, boxwraps, advertising. Champion also makes quality coated and uncoated papers for books, magazines, envelopes, greeting cards, business forms, tags, tablets, food packaging and many other uses.

THE CHAMPION PAPER AND FIBRE COMPANY • HAMILTON, OHIO

District Sales Offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Cincinnati, Atlanta, Dallas, and San Francisco. Distributors in every major city.

CHAMPION SETS THE PACE IN PAPERMAKING

Organize Promotion Unit to Push Medium, Dunier Urges Film Men

NEW YORK, June 2—An agency executive has advised film distributors and producers to band together to form a promotion and research organization to provide the necessary data for selling syndicated programs.

The suggestion was advanced in a letter from Leslie L. Dunier, radio-tv vp at Mogul, Lewin, Williams & Saylor, to 15 film companies. The gist of Mr. Dunier's message seemed to be: Syndicators have good product, but they aren't selling it right.

"The vast majority of film syndicators can be compared to the pioneer aviators, who glofied in their ability to fly by the seat of their pants," he wrote. "As a group your research—if it exists at all—is primative and archaic. In selling a syndicated program to a prospective client, you fall back on the stock arguments—sponsor identification, compatability of program with commercial, merchandising, advantages of one-minute commercials in prime time, high production values, etc.

■ "As an adman who wears the two hats of programming and media, I frequently find myself in a dilemma after the agency's basic advertising plan has gained the client's approval and tv has gotten the nod as the prime medium. Obviously, one of the first questions to arise is: Will we use spots or a syndicated program?

"We know from countless studies that a saturation schedule of spots can be put together to reach a high cumulative and varied audience. Meanwhile, our media experts have assembled all available circulation statistics, and their evaluation makes a sturdy case for spots exclusively.

"At this point our programming people, with some vocal assistance from the merchandising department, speak out strongly for a program buy—and with considerable persuasive power. Unfortunately, all too often their argument is weakened because there's just not enough research material available that could counter the abundant audience data compiled by spot tv interests—data that indicate a saturation schedule would provide the client with a far greater unduplicated audience for his commercials.

■ "This debate—film syndication programming vs. saturation spots—is really a one-sided affair. The number of success stories involving film buys has been legion. We have many of our own, and we're proud of them. But individual success stories are not the solution," Mr. Dunier said.

The agency man advised the film men:

"With so much at stake, why don't you, the leading syndicators and producers, band together in a promotional and research organization?"

"With pooled financial support, this group would fill a gaping void in the over-all television picture. As your industry's research arm, your organization could conduct the kind of comprehensive studies that would provide agencies with sufficient ammunition—qualitative, measureable research data—to justify a recommendation for a film program buy when the conditions warrant it.

"We think it's in your own best interest to organize your version of TvB or RAB and give yourselves a fighting chance to compete on equal terms with others," Mr. Dunier said. #

Peachtree Moves, Names 4

Peachtree Production Associates, Atlanta, which recently acquired Strickland Films, has moved its entire production facilities to the Strickland studios at 220 Pharr Rd., N. E., Atlanta. Peachtree has promoted Richard R. Krepela to operations manager, and Betty L. Merritt to promotion and public relations manager. Other appointments are Louis C. Ingram Jr., named sales manager and Norman Whitman, production manager. Mr. Ingram formerly was with the sales staff of 20th Century-Fox Films; Mr. Whitman was with WKRG-TV, Mobile.

KLZ of Denver... Salutes...
A Radio-Active Business Executive

FRANK R. DUFFY
President of Duffy's, Inc., Denver

Frank Duffy, who 30 years ago founded Duffy's Delicious Drinks in Denver with a personal touch and a burning desire to make the best soft drinks in the Rocky Mountain area. Today, Frank Duffy is considered one of the nation's most successful and leading independent bottlers.

The personal touch has been continued for many years of KLZ advertising, with Duffy's using an average of fifty personality announcements each week . . . morning, afternoon, and night . . . 52 weeks each year. Let KLZ-Radio do your pre-selling in the Denver-Rocky Mountain area.

KLZ radio
560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

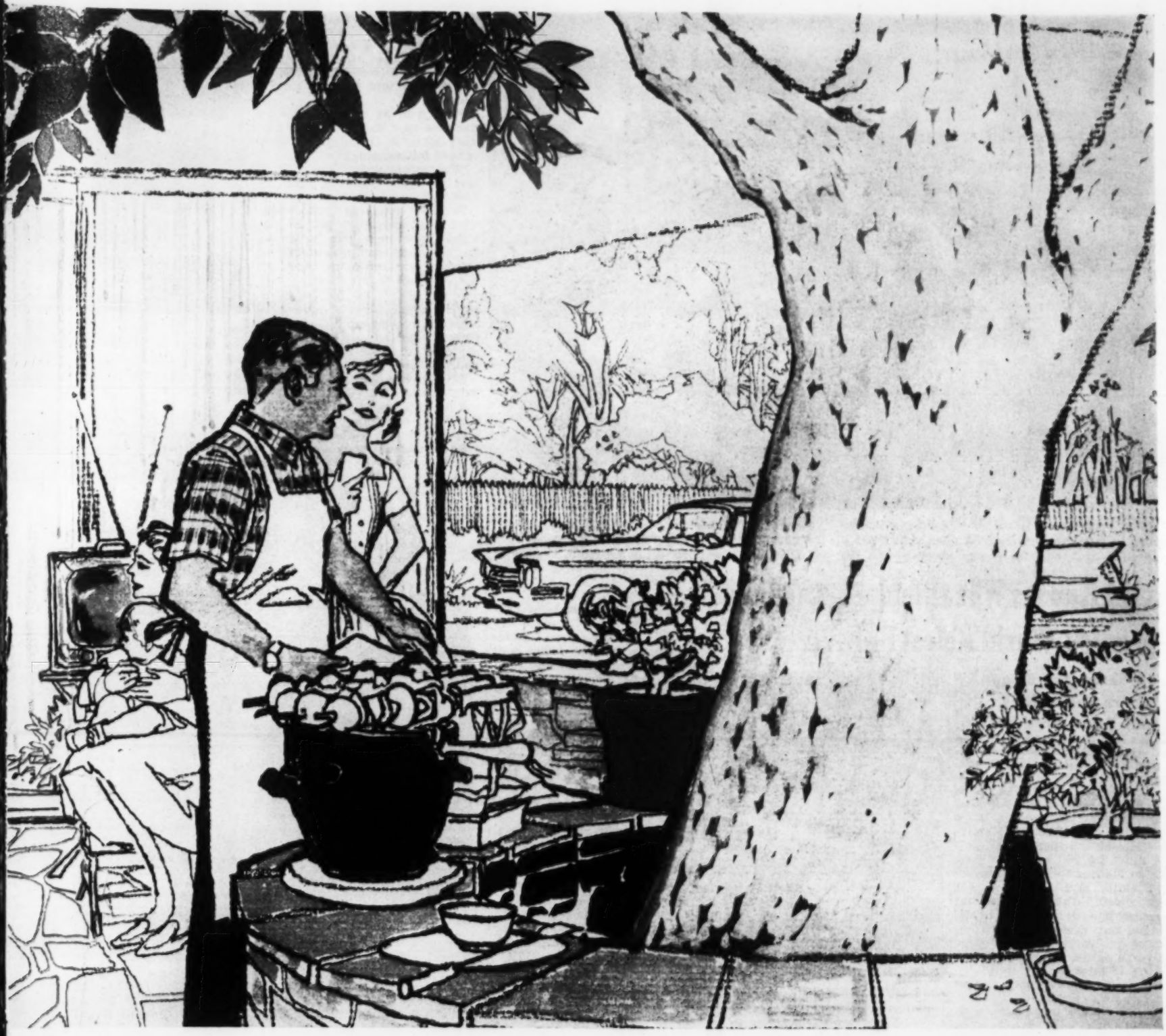
Number 5 in a series to American business on the multiplying growth at the top of the market.

THE BOOM AT THE UPPER LEVEL

From 1948 to 1958, the U. S. saw an impressive increase of 22% in the total number of families.

But within that growth, there were these percentages:
Families earning $10,000 and over increased 235%
Those earning $7,500 and over increased 253%
The number of overseas travelers increased 215%

These people set the stage for a nation's dreaming then—and they are doing it now. They are the Americans responsible for the boom at the upper level.



...MAKE THE MOST OF IT IN TIME

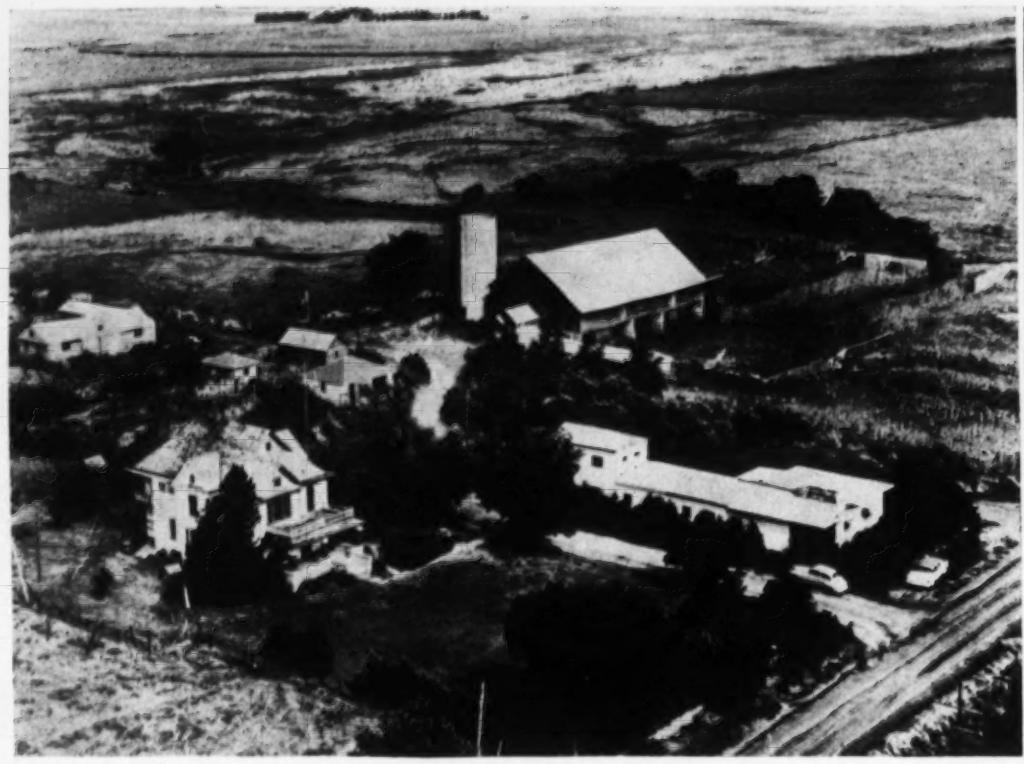
As an advertiser, you ought to get to know them better. For quite a few years now they've been making decisions, establishing trends, setting the styles of the nation.

Of course, they've been doing it with the consent (and even the admiration) of their fellow citizens.

And they ought to get to know you, your product and your company better. TIME, The Weekly Newsmagazine, can help you here. Most of these millions read TIME each week, to keep well informed in every vital area of interest.

There are those who don't read TIME, of course, but they're surrounded by those who do. Surrounded by all their enthusiastic TIME-reading friends, business associates, colleagues and families.

Advertising to all these millions makes the great selling years in every field from stockbroking to steelmaking, from appliances to automobiles. You can reach them with maximum effectiveness—again and again—only in the pages of their favorite magazine, TIME.



ACRES & ACRES—*Here is the site of the Eschbaugh agency, a mile from the nearest town, which has a population of 1,100. The agency started in the big house, moved to the smokehouse, and now occupies its own building, at lower right. A tv antenna rises from the house, a windmill immediately beyond.*

Amid Kansas Wheatfields, Eschbaugh Operates 'World's Most Rural Agency'

KC Shops Are Bigger; So Are Their Ulcers, Says Adman Eschbaugh

WILSON, KAN., June 2—You're pushing west along U.S. 40 halfway through Kansas. The sun is hot enough to blister the enamel off a bathtub. You slow down for a little town, and you see a signboard that says; "GEORGE ESCHBAUGH Advertising."

It must be 200 miles or more back to Kansas City, nearly as far to Wichita, and Denver is 400 miles ahead. What is an agency doing out here in the wheat fields? Nothing but wheat, a little corn, a lot of red-headed milo, some red and white cattle, and now and then a flurry of oil wells.

You leave the highway and go north along a dirt road. You find a big old square farmhouse, with the traditional red barn beyond. Behind a wall of salt cedars is a stucco building. A windbreak of trees surrounds the farmstead—otherwise there would be no protection, other than a "bobwire" fence, between the buildings and the north pole.

■ You park the bomb (anywhere—unlimited acres of parking) and go into a typical small agency office with fancy stonework, air conditioning, glass blocks and aluminum trim. Potted shrubbery abounds.

The place has a lived-in look, with piles of books, magazines, layouts, half-curled photos. Mounted two-color proofs and displays invite you to buy Barton's salt, Sunflower grain dryers, Richardson bale loaders, Naturich feed supplements, Salina concrete products, and Strongbarn.

ENTREPRENEUR—*Adman-manufacturer-farmer Eschbaugh looks up from a blank sheet of paper in his agency office.*

In the back shop, two young women in faded Levis are flopping posters on and off a vacuum table. A youngish man with nondescript hair looks up.

"I'm George," he says, adding, with typical Madison Ave. nonchalance, "Glad to have you aboard.

"Wait till I call Mama and tell her to put some more water in the soup."

MORALE BUILDER—*Agency head Eschbaugh, holding his son, Stevie, offers words of encouragement to his assembled staff—Vera Dunham (left) and Dorothy Stoppel.*

■ Here is probably the most rural agency in the world. It's a one-man operation with only two fulltime employes. The little town it is close to is Wilson, Kan., pop. 1,100.

Over a meal of home-grown vegetables, home-killed meat and home-baked bread, served by cheery Mrs. Eschbaugh, you learn that George grew up on this 400-acre wheat/milo farm. He "always liked to draw," and he studied fine arts at Kansas University. Along toward graduation time he decided to try advertising art. So, still in school he let fly a teaser campaign of self-executed giant postcards extolling his own virtues.

From among the job offers that resulted he picked the old Potts-Turnbull agency, in Kansas City. He stayed with agency until the war. (He got "the best go in the army"; he was a captain on the general staff of the ninth bomber command, in Egypt.)

■ "I was no military hero," he smiles. "I drew maps." His greatest military accomplishment was putting together, from postcards, letters, newspaper clippings and assorted descriptive material from all over the world, a layout of the oil refineries at Ploesti. "Took me three months, but when the bombers got there, they found the cat crackers right where I said they were." The miscarriage of the raid, with the result that Allied bombers fell like bombs, he says, was no fault of the map. "We'd have gotten a medal if the flak hadn't been so fierce."

After the war he came back to the farm to "get away from it all," but after a year and a half the longing to get back into it all induced him to start free lancing. He sold all the Wilson merchants new letterhead designs.

"Didn't take long to saturate that market," George reports.

He free-lanced for surrounding manufacturers (Kansas is dotted with little hometown factories, mostly serving agriculture), gradually building accounts. He free-lanced and farmed for two more years, but since '55 he has had no time for farming. A partner, Bud Small, works the farm.

■ The Eschbaugh shop, in addition to copy and art facilities, has a metalworking shop and one for wood. He started the agency in his den, then expanded into an upstairs bedroom. Mrs. Eschbaugh got tired of agency customers tracking up the stairs and persuaded him to move his advertising venture into the old smokehouse.

Finally, in '54, he had to build a complete new shop, with a three-story elevator (built on the farm of used oilfield pipe).

"I've grown with my accounts," says George. "Some as much as 1,000%."

Besides designing space ads, flyers and the run of printed material, Eschbaugh goes in strong for designing and manufacturing point of sale and metal signs, all silk screened.

■ "The whole secret of my operation is low overhead," George reveals. "I write my own copy, do my own artwork and, until recently, I kept my own books."

Of his two regular employes, Vera Dunham now does his typing and bookkeeping and helps out in the back shop. Dorothy Stoppel keeps busy with the squeegee. He hires extra help from among the neighbors when he has an order of signs or displays to build. Says Mr. Eschbaugh, "90% of my payroll goes to the farmers around here."

Where George can outsell the big boys is on short-run work; his setup costs are low.

Since moving out of the smokehouse, George installed therein a metal polish factory. He inherited a formula for metal polish from his uncle ("It really works") and, with a primitive vacuum bottle filler, he and Mrs. Eschbaugh can turn out 30,000 bottles a day of Silver-Kleen, Brass-Kleen, and Copper-Kleen.

OFF U. S. 40—*George Eschbaugh's sign advises prospective clients to leave their transcontinental highway and travel half a mile down a dirt road to his agency headquarters.*

Of course the agency handles silk screening of the bottle labels and cartons.

The Eschbaugh youngsters, Stevie and Gretchen, can choose any of three ready-made careers, apprenticed to their father—farming, advertising or making polish.

"I think I'm the luckiest man in the world," he says, "living in the country, working with country folks, doing the thing I like best.

"I may not have as big a bankroll as my pals in KC," he says, "but by golly I don't have as big an ulcer, either." #

EXURBANITES?—*Across the driveway from his agency, George takes a moment off for relaxation with Mrs. Eschbaugh and his children, Steve, on tire swing, and Gretchen, operating a Hula Hoop.*

Cole & Weber Retains Oregon Tourist Account

Cole & Weber, Portland, Ore., which has held the tourist advertising account of the state of Oregon for 11 years, was again awarded the account after presentations from seven agencies. The advertiser, the travel information division of Oregon highway department, bills between $250,000 and $300,000 a year. Of the eight agencies invited to make presentations, Richard Montgomery & Associates withdrew. The seven participating, in addition to Cole & Weber, were Botsford, Constantine & Gardner; Compton Advertising; Dawson & Turner; Joseph R. Gerber Co.; McCann-Erickson, and Pacific National Advertising Agency.

The state estimated Oregon's income from tourists last year reached a new high of $150,000,000. The added attraction this year of the centennial exposition and international trade fair at Portland is expected to bring a substantial boost in tourist travel.

Sales Institute Offers Book

National Sales Development Institute, New London, Conn., has published a book entitled "Handbook for Sales Meetings, Conventions & Conferences and How to Make Them Work." The book, written by Joseph D. Cooper, discusses topics ranging from program planning for meetings and conventions, to exhibits, demonstrations and open house, to points on conducting discussion groups. The book sells for $22.50 and may be obtained from the National Sales Development Institute, 100 Garfield Ave., New London, Conn.

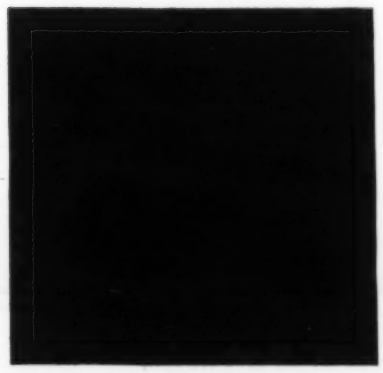
Marchan Buys IGA Stock

Sale of 50% of the stock of Independent Grocers Alliance, Chicago, food store chain, to Marchan Co. Ltd., Toronto, owned by IGA wholesalers in the Dominion, has been completed. The remaining 50% of the IGA stock is controlled by Grocers Co., an Illinois corporation. No changes in the present officers of the company are contemplated.

inside The New York Times Magazine:

Suppose you give your client's wife perfume. Is it deductible on your income tax? See what The New York Times Magazine has to say . . . Are your friends square? Are *you* square? Check the test below . . . Want to reach retailers? Want to increase sales volume 25%? Read how The New York Times Magazine can help you. It's distributed exclusively every Sunday with The New York Times, America's biggest Sunday newspaper salesman, into 1,300,000 homes and stores the country over.

"***. . . an advertising executive*** asks if he can deduct the cost of perfume given to a client's wife. I advise him 'Yes' if he gives it to her in the bottle, but 'No' if he helps her dab it on." . . . Story on the C.P.A. at tax time, The New York Times Magazine, April 12, 1959.



"***A square is someone*** who smokes without taking the band off his cigar; has luminous signs on his car bumpers reading 'Guest of Ausable Chasm'; wears a pocket handkerchief with his initial showing; . . . pays strict attention to all non-tipping signs; carries a portable radio to the ball game so he can follow the scores elsewhere; has trouble working the slots in the Automat; bothers to read the inscriptions on the photos of celebrities in restaurants; puts vermouth in a martini, and wears his hat brim a little wider than *ours*." . . . Story on Squaredom, from The New York Times Magazine, April 5, 1959.

25%

"***More than 25%*** of our increased volume is due to The New York Times Magazine. We've added 250 stores all over the country. Our ads pull big consumer mail and phone response." . . . Stanley Blacker, president of Stanley Blacker (sports coats manufacturer).

"***Every Tuesday morning*** our six merchandise managers meet in my office with me and the Sunday Times. It's Harveys' quickest way to see the new things New York stores are promoting, and what manufacturers are featuring in The Times Magazine." . . . President Fred Harvey of Harveys, Nashville department store.

Purchasing Week readers are searching for these

INDUSTRY hasn't satisfied the product and materials needs of many purchasing executives. A recent PURCHASING WEEK survey made that fact quite plain. The survey sought answers to the question, "What products could you use right now that are not yet available from manufacturers?"

Some of the specific items which purchasing executives said they are looking for are shown at right. (In some cases, we found the item to be available, although it is not known to some purchasing executives.)

It's not surprising that purchasing men should be trying hard to locate products and materials that will do things better, faster, and cheaper. That's a big part of their job. For example, a profile study of PURCHASING WEEK's audience reveals that...

- 71% of the respondents are primarily responsible *for developing new sources of supply;*
- 94% are involved *in developing alternate materials;*
- 80% participate *in deciding whether to "make — or buy" a component.*

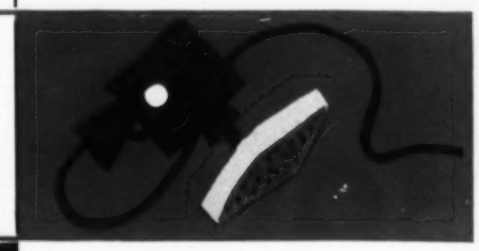
To introduce a new product... or to inform American industry about ANY product, material, or service... it would be costly to overlook the purchasing executive in your marketing plans.

And be sure to take advantage of the tremendous fund of information which PURCHASING WEEK has accumulated to help you in your marketing efforts directed to business and industry. Your local PURCHASING WEEK representative will be glad to show you data about the purchasing agent's information needs... his buying influence... and how advertising in PURCHASING WEEK gets buying action.

RELAY—
"Plug-in type relay with changeable contacts, changeable contacts normally open to normally closed, normally closed to normally open."
... PURCHASING WEEK Reader in Massachusetts

SOLENOID SWITCH—
"I would like to see a silent solenoid switch made."
... PURCHASING WEEK Reader in California

LIMIT SWITCH—
"Inexpensive, high resolution, proximity-type limit switch."
... PURCHASING WEEK Reader in Massachusetts



PLIERS WITH SAFETY FEATURE—
"A wire cutting plier for cutting baling wire from around bales of woodpulp, which at the same time, will fold the end of the wire under to eliminate the sharp ends. The present cutting pliers available for this purpose, allow the ends of the wire to protrude after cutting, and these sharp ends create a hazard to the workers from puncture wounds."
... PURCHASING WEEK Reader in Ohio

NON-DESTRUCTIVE TESTING EQUIPMENT—
"A machine safe for industrial use that can show the inside of a casting or forging on some sort of TV screen so that porosity, cracks, etc., can be told at a glance without the trouble of x-ray, negatives, films, etc."
... PURCHASING WEEK Reader in Pennsylvania

STEEL COIL-HANDLING EQUIPMENT—
"An economical device for protecting and handling coils of narrow steel bands."
... PURCHASING WEEK Reader in Maryland

CORROSION RESISTANT COATING FOR ALUMINUM—
"A material that would coat aluminum or an aluminum alloy that would stand up against corrosion in water and having both a high alkaline and a high acid resistance."
... PURCHASING WEEK Reader in California

PLASTIC MATERIAL—
"Plastic material suitable for extrusion which will withstand 200° temperature. Must not distort during moulding operation."
... PURCHASING WEEK Reader in Illinois

INSULATING MATERIAL—
"Spray type insulation having .5K Factor with single application."
... PURCHASING WEEK Reader in Illinois

PLASTIC MATERIAL—
"A plastic that can be used under extremely high temperatures."
... PURCHASING WEEK Reader in Rhode Island

PAPER ROLL HANDLING DEVICE—
"A paper roll handling device for large toilet tissue rolls (36" dia. x 65" long) which can be mounted on a fork truck and will permit 90° rotation from vertical in either direction. This must not be a clamp type device."
... PURCHASING WEEK Reader in Michigan

PLASTIC MOLD—
"A practical way of making molds for short-run thermosetting and thermoplastic parts without machining them out of steel."
... PURCHASING WEEK Reader in Massachusetts

Purchasing Week
McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

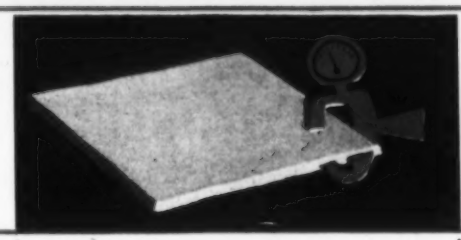
330 WEST 42nd STREET, NEW YORK 36, N. Y.

Did you know that you can run an advertisement as big as this one in PURCHASING WEEK? Just think of the impact

new products and materials...

BAG DUMPING MACHINE—
"Apparatus for the automatic dumping of dry material from paper sacks (75#-100#). The apparatus should be designed so that bags could be dumped at a point remote from the man handling it. This apparatus would speed-up unloading of dry materials and, if remote, would relieve odor and dust that some materials have—example, Pará."
...PURCHASING WEEK Reader in Washington

WIRE TESTING MACHINE—
"Machine for testing non-ferrous wire in diameter range .001" to .020", non-destructive testing, for variation in diameter, eccentricity, cracks and fissures, variation in hardness, etc."
...PURCHASING WEEK Reader in Pennsylvania



PORTABLE HARDNESS TESTER—
"Portable hand hardness tester for sheet products, ferrous and non-ferrous, in a price range of less than $50.00. (Small as possible in size—preferably size of 1" micrometer.)"
...PURCHASING WEEK Reader in Ohio

HEAVY DUTY HIGH SPEED GRINDING EQUIPMENT—
"Heavy duty pneumatic angle head grinder with speed in excess of 5000 RPM to hold ¼" x 9" x ⅞" hole depressed center grinding wheel. For use in putting bright electrical contact surface on Anode pins in a reduction plant."
...PURCHASING WEEK Reader in Alabama

CLUTCH—
"An overload clutch with easily adjustable torque levels that would provide an electrical signal if its set torque level was exceeded."
...PURCHASING WEEK Reader in Massachusetts

HIGH TEMPERATURE FURNACE—
"High temperature furnace range about 2500° C. Both tube and hearth types."
...PURCHASING WEEK Reader in Pennsylvania

BRAZING PROCESS—
"New high-speed process for brazing high-temperature, honeycomb sandwich-type materials."
...PURCHASING WEEK Reader in California

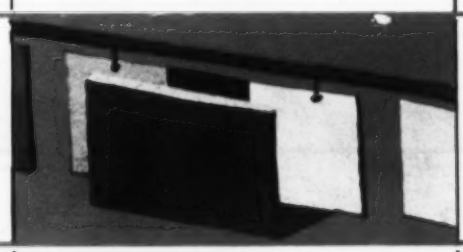
RUBBER—
"A rubber capable of withstanding 2000° F."
...PURCHASING WEEK Reader in Pennsylvania

VALVES FOR HANDLING LIQUID GASES—
"More reliable valves for handling liquid oxygen and nitrogen."
...PURCHASING WEEK Reader in California

PLASTIC EXTRUDING MACHINE—
"An extruder that will extrude plastic tubing and positively hold a tolerance of .001 the entire length of the tube."
...PURCHASING WEEK Reader in Pennsylvania

VARIABLE RESISTANCE RECEPTACLE—
"Variable Resistance Lamp Receptacle. Years ago, they were made. By turning a porcelain collar you vary the brightness of a light bulb, regulate the speed of a fan, etc."
...PURCHASING WEEK Reader in Illinois

STAIN-RESISTANT ALUMINUM ALLOY—
"A truly stain resistant aluminum alloy that is resistant to staining without further plating, dipping or brightening – that is, a sheet product that comes direct from mill in coil, sheet or plate form that is truly stain resistant."
...PURCHASING WEEK Reader in Ohio



CLEANING AGENT—
"A low-cost cleaning agent for removing cutting oils from machined metal parts – ferrous and non-ferrous. Agent to have rust resistant and non tarnishing qualities. Open type cleaning (dip)."
...PURCHASING WEEK Reader in New Jersey

SINTERED STEEL GEARS—
"Sintered steel gears of sufficient strength that they would be usable in transmission (automotive)."
...PURCHASING WEEK Reader in Michigan

LOW COST ALLOY—
"Lower cost ferro alloys in particular. Some form of chromium that could be used to make our products cheaper. Others can be included such as nickel, etc. They do not have to be ferro but should be of such composition that they can be used to make stainless steels. Perhaps oxides or other forms."
...PURCHASING WEEK Reader in Pennsylvania

BEARING MATERIAL—
"Bearing material having ten times the life of oil impregnated or porous bearings."
...PURCHASING WEEK Reader in Illinois

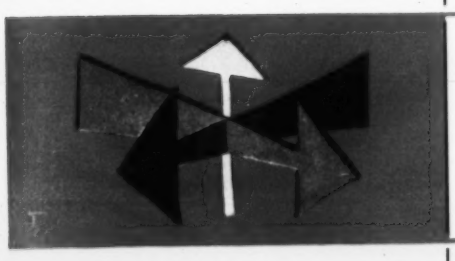
GASKET—
"Gasketing that will withstand temperature ranges of from 150°F to 900°F for intermittent use as door and window seals."
...PURCHASING WEEK Reader in California

VINYL COATING—
"An air-drying vinyl resin that could be brushed or sprayed to the inside flanges and drums of shop reels to give protection to cables."
...PURCHASING WEEK Reader in Texas

HEAT EXCHANGER—
"Low cost substitute for aluminum fin on copper tube coil for heat transfer from water or steam to air."
...PURCHASING WEEK Reader in Illinois

PLASTIC MATERIAL—
"Plastic tubing – 600°F, or better."
...PURCHASING WEEK Reader in New Jersey

SOLENOID VALVE—
"A quiet operating solenoid valve."
...PURCHASING WEEK Reader in Illinois



ADJUSTABLE JIG—
"3-way adjustable locating devices for use on air presses used in assembly of semi-bulky products produced for the mass market, i.e., sporting goods, toys, automobile mufflers, appliances, etc."
...PURCHASING WEEK Reader in Ohio

MAGNETIC CONVEYER—
"Magnetic conveyer to pick up metal stampings, and deliver to storage at remote spots."
...PURCHASING WEEK Reader in New Jersey

THREAD CUTTING PIPE PLUG—
"In our production, we drill and tap a great deal of grey iron castings, after which we seal the tapped holes with a countersunk pressure pipe plug. I would like to see a countersunk pressure pipe plug made with a thread cutting feature for grey iron castings which could eliminate the tapping operation and possibly the drilling operation."
...PURCHASING WEEK Reader in Pennsylvania

DISPOSABLE PALLET—
"A 48" x 48" disposable pallet in the 50¢ cost area."
...PURCHASING WEEK Reader in Massachusetts

HIGH TEMPERATURE MATERIAL—
"Raw materials such as steel, refractories, etc., with characteristics to withstand higher temperatures, greater wearability (abrasion), and in some cases, corrosion. Also greater strength or power with less weight would always be a help on any material or product."
...PURCHASING WEEK Reader in Illinois

ELECTRO-MAGNETIC CLUTCH—
"Low-priced commercial-type miniature electro-magnetic clutch."
...PURCHASING WEEK Reader in Indiana

HIGH TEMPERATURE CABLE—
"Very high temperature coaxial cable (750°F and up)."
...PURCHASING WEEK Reader in Connecticut

that you could make on 25,000 Purchasing Executives with an advertisement this size in PURCHASING WEEK.

Ouah Accent is showin'
When we tell you, honey:
The Atlantic City Press covers the South!
South Jersey, that is...

Yes, indeedy . . . and in addition to its vast one-paper coverage of Southern New Jersey's tri-county area (Atlantic, Cape May and Cumberland) — the Press, from now into July, is delivering a BONUS circulation to 150,000 spending readers attending a record 120 conventions in Atlantic City.

Atlantic City Press

Southern New Jersey's "Good Morning Newspaper"
Rolland L. Adams, *President*
Scolaro, Meeker & Scott, Inc., *National Representative*

Morris Elected President

Paul M. Morris, of Paul M. Morris & Associates, was elected president of the St. Louis chapter of the Public Relations Society of America. Other officers are James E. McKee Jr., assistant director of public relations of Monsanto Chemical Co., vp; Hollister M. Smith, executive pr director of the St. Louis Medical Society, secretary; and Robert E. Huchingson, pr director of Falstaff-Brewing Co., treasurer.

TvB Signs Seven Members

NBC Spot Sales, New York, has signed as a member of the Television Bureau of Advertising, New York, bringing the total tv station representative members to 17. Other new TvB members include WVUE, New Orleans; KMSO-TV, Sedalia, Mo.; WTVD, Durham, N.C., and WKTV, Utica, N. Y., as well as Canadian stations, CKCK, Regina, Sask., and CHCT, Calgary, Alta.

INVASION—*This display was developed by Grand City Container Corp. for Mimi de France bras when the company decided to invade drug and food outlets with its product.*

we'll be

looking for you

Electros are one of the few things advertising people buy sight unseen. At Reilly, our eyes act as your eyes. They are wide open, seeing to it that your electros are not only faithful duplicates of the originals, but masterpieces of their kind.

Ours are the eyes of many experts. Our staff includes engravers who check originals, a chemist who controls plating baths, pressmen who prove electros for accuracy of reproduction, and service people who follow through.

Nowhere else will you find master electrotypers so ably assisted in their pursuit of perfection.

REILLY ELECTROTYPE DIVISION
305 E. 45TH STREET, NEW YORK 17, N.Y.
MU. 6-6350

3M-Pre-madeready electrotypes • Reillytypes • Reilly Plastictypes • R.O.P. Color mats • Reilly mats • Dealer mats • Engraving service department

Kenner to Invest $250,000 in TV to Back Presto-Paints

CINCINNATI, June 2—In view of "phenomenal results" achieved in test marketing earlier this year, Kenner Products Co., a toy maker here, is planning to spend $250,000 in tv this fall promoting its Presto-Paints.

The product, a waterless brushless paint set for children, was tested in Cincinnati, Columbus, Omaha, New York City and in other markets between January and May of this year, according to Joseph Steiner, Kenner's sales vp, who described the test results as "phenomenal."

■ The paints are described as solid paints, in plastic holders, that can be blended to produce a wide range of shades. A 12-color set with nine numbered pictures will retail for $2; a six-color six-picture version will sell for $1, and a three-color three-picture set will go for 59¢.

The tv campaign plan involves 35 to 45 one-minute spots on children's programs in all major markets. Among the programs to be used are "Three Stooges," "Popeye" and "Romper Room."

Leonard M. Sive & Associates, Cincinnati, handles the account. #

Bartell Buys WOV, N. Y., Opens New N. Y. Office

WOV, New York, which beams most of its programs at the Italian language and Negro markets, has joined the Bartell family group of stations, becoming the sixth radio station in the group. Bartell Broadcasters bought the station from WOV Broadcasting Corp., subject to the usual FCC approval.

Melvin Bartell, Bartell president, will become general manager and president of WOV. Morris S. Novik, president of the station since 1955, will leave the station. Ralph M. Weil, now general manager and exec vp of WOV, will become vp in charge of national sales for the Bartell group and will open a new sales office for Bartell in New York. The station will continue its present programming policy under Arnold Hartley, vp.

Three Join West Associates

Bill West Advertising, Los Angeles, has changed its name to West Associates. The agency also has named Roger Kennedy art director and John Graham assistant art director. Both have been with the agency for the past two years on a free lance basis. Gloria Rossi, former associate editor of *Trailer Life* magazine, has joined the agency as traffic coordinator.

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

TvAR *gives you* more*...

***...selling more than 24 million people... more than $47 billion in buying power through**

BOSTON...WBZ-TV	(NBC)
BALTIMORE...WJZ-TV	(ABC)
PITTSBURGH...KDKA-TV	(CBS)
CLEVELAND...KYW-TV	(NBC)
SAN FRANCISCO...KPIX	(CBS)

stations of the Westinghouse Broadcasting Company, Inc.

...when you go to market

Introducing . . .

Larry Israel
Vice President and General Manager

"Let me tell you about TvAR . . .

"We had one basic thought in mind in organizing TvAR – to give you the most modern, most complete representative service ever offered to agencies and advertisers. We did this because we realize that your every spot buy is a *major marketing move.*"

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

research

Totally new from a rep firm – qualitative market and audience research that put you *inside* five major markets. TvAR plans *Brand Comparisons* covering numerous categories, to give you the exact status of leading brands in five major markets . . . TvAR *Audience Profiles*, to add new dimensions to the study of audience characteristics for each TV program in TvAR-repped markets.

These are two of many projects to be undertaken by Bob Hoffman, TvAR Director of Research and Marketing. And they are only the beginning. The objective: to sell not just numbers, but the facts behind the numbers . . . not just ratings, but unequaled knowledge of people's buying and listening habits . . . not just call letters, but stations whose community stature and believability is documented by audience opinion – and whose ability to market your product, whatever it is, is greater as a result.

TvAR ***gives you more when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

marketing know-how

What stimulates buying in San Francisco? Or Boston? What are the special product and brand trends in Baltimore, or Cleveland? How big are sports in Pittsburgh? Put the question to your TvAR man – get the answer *fast*.

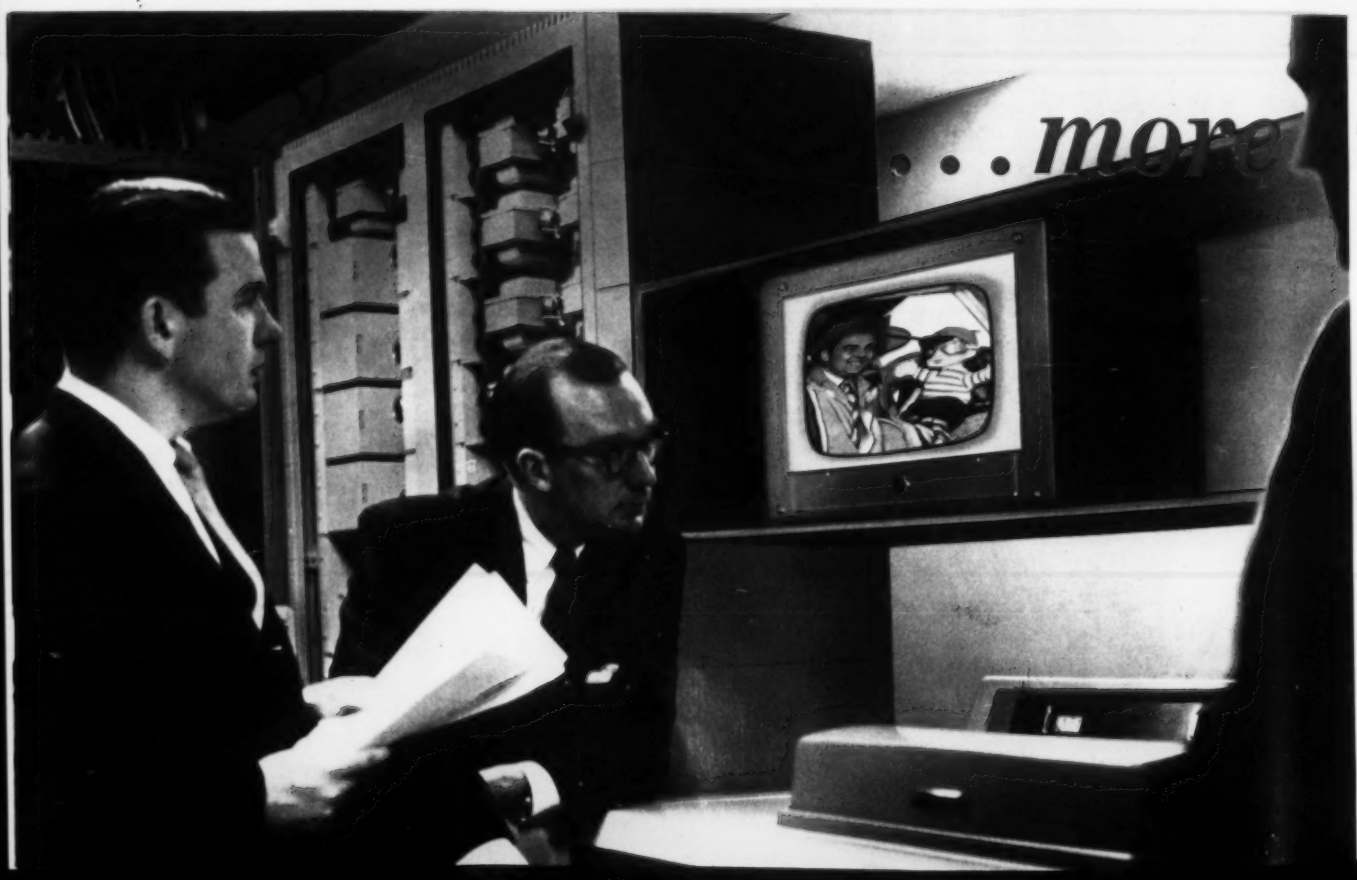
Every man has visited every TvAR-repped station, every market . . . knows it *personally*. He knows a lot more about them than just the numbers. He understands market peculiarities – seasonal variations, shopping patterns, living and TV-viewing habits. No one in the business is better informed.

And the learning never stops! Typical of frequent up-dating sessions is the one shown here, where Eastern Sales Manager Jack Mohler is reviewing TvAR-repped market data with members of New York Sales.

TvAR ***gives you more when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!



programming know-how

TvAR men play a dual role, unique in the rep business. They're market facts men . . . *and* they are fully knowledgeable in all aspects of programming.

They know the talent intimately, and every nuance of the personalities that keep the shows top-rated. They know the programmers and their product . . . the great film libraries, and how film is scheduled, edited and produced for maximum response. They know station management, and the activities that keep them respected in their communities.

They're kept informed on many aspects of local programs and personalities through *Videotape*, right in TvAR's New York offices. It's the first screening service of its kind ever utilized by a rep firm . . . a service open to all TvAR clients as well.

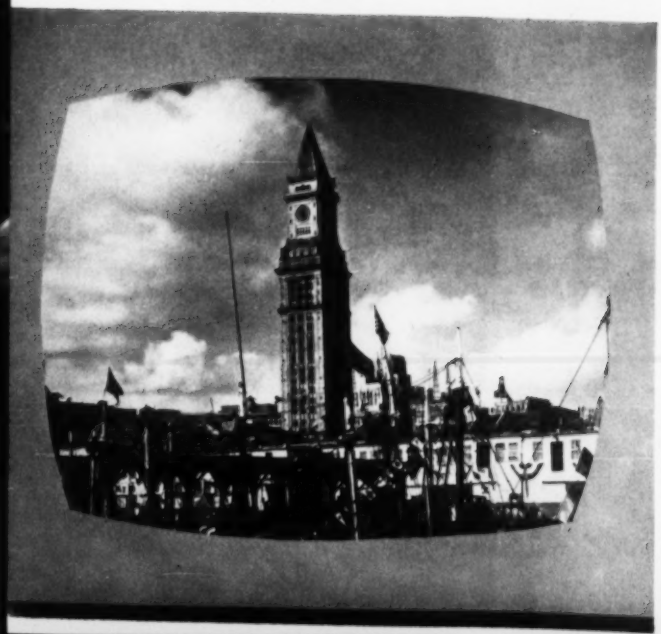
TvAR Videotape lets you see these great out-of-town personalities and programs right in New York. You can preview television advertising, including your own taped or filmed message, in its actual program context . . . pre-test your own copy line with the same selling personalities who will deliver it . . . know first-hand how your advertising is being handled from Boston to San Francisco.

TvAR ***gives you more when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

...more from Boston

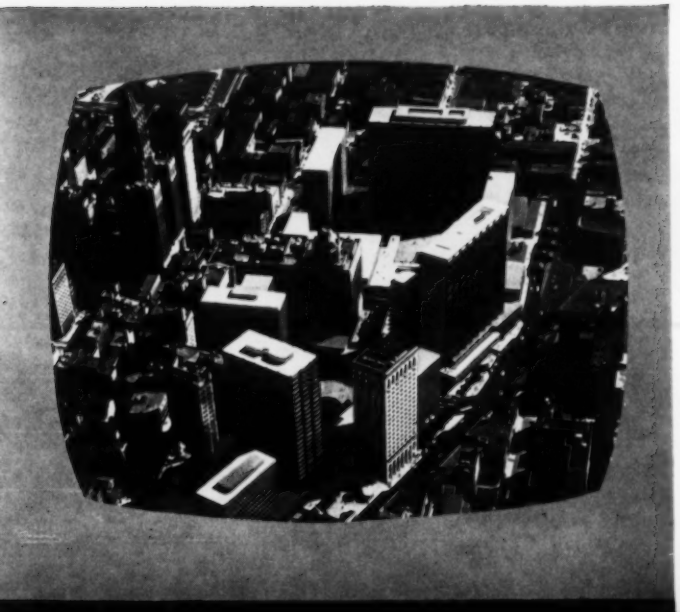


through WBZ-TV!

First in the nation's 6th market, WBZ-TV reaches 71% of all homes in the Boston area . . . commands $4 billion in retail buying income. No station anywhere does more for a sponsor's message than this one – the nation's most honored station.

gives you **more**
when you go to market

...more from Baltimore



through WJZ-TV!

Top-rated for 16 out of 19 months beginning November '57 (3 months after WBC took it over), WJZ-TV hasn't lost its hold on Baltimoreans! A formidable trio of local personalities – Buddy Deane, Jack Wells, Keith McBee – help keep Baltimore a WJZ-TV town!

TvAR *gives you* **more** *when you go to market*

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

. . . more from Pittsburgh

through KDKA-TV!

Pittsburgh's first station, operating in a 3-station market . . . KDKA-TV continues to dominate the nation's 8th market with more than a 44% share-of-audience. Morning, afternoon and night it's Pittsburgh's showcase for the finest feature films.

TvAR ***gives you <u>more</u> when you go to market***

...more from Cleveland

through KYW-TV!

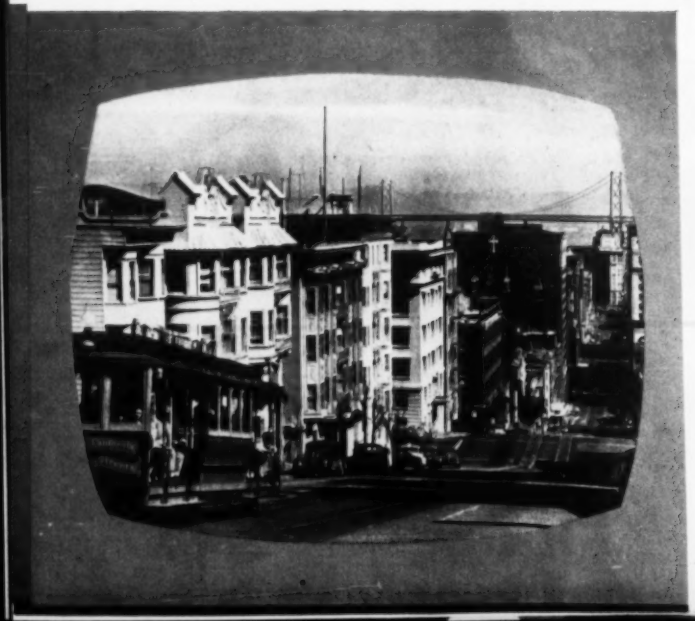
...the big leader in the nation's 7th TV market. KYW-TV has a 38% share of all northern Ohio viewers... more than $2½ billion in buying power. Stand-out showmanship, marketing-minded management and constant, vigorous promotion keep KYW-TV the strongest selling advertising medium in this rich area.

TvAR ***gives you more when you go to market***

This is TvAR

Television Advertising Representatives, Inc.
the exciting new TV rep firm!

more from San Francisco



through KPIX !

Pioneer in the Bay Area, KPIX programs 22 hours of local live talent shows – more than all other SF stations combined! Unequaled local news coverage and great film library... the kind of public service attitude that keeps 1,238,000 viewers glued to a (sponsored) 90-minute heart operation... make KPIX an essential TV marketing buy in San Francisco.

TvAR *gives you* more *when you go to market*

You get the most modern, most complete rep service ever offered for the major TV stations in five of the nation's most important markets!

Call Larry Israel, Jack Mohler, Bob Hoffman (NYC) or any other TvAR Spot Specialist. You'll find they're the best informed men in the business – a big plus for your spot TV planning . . . the way to get *more* when you go to market.

NEW YORK
666 Fifth Avenue
New York 19, N.Y.
JUdson 2-3456

CHICAGO
400 N. Michigan Ave.
Chicago 11, Ill.
WHitehall 4-4567

DETROIT
Penobscot Building
Detroit 26, Mich.
WOodward 5-6450

LOS ANGELES
1717 Highland Ave.
Hollywood 28, Calif.
HOllywood 6-1144

SAN FRANCISCO
2655 Van Ness Ave.
San Francisco 9, Calif.
PRospect 6-9494

TvAR ***Television Advertising Representatives, Inc.***

representing WBZ-TV Boston . . . WJZ-TV Baltimore . . . KDKA-TV Pittsburgh KYW-TV Cleveland . . . KPIX San Francisco

Court Finds Rogow Died Serving U.S.: Sets $242,987 Award

NEW YORK, June 2—Mrs. Mildred Gottlieb Rogow, widow of the then vp and creative head of Cole Fischer Rogow Inc., has been awarded $242,987 as a result of her husband's death in the crash of an air force plane.

Lew Rogow, 36, died Sept. 13, 1955, in a B-25 bomber which had just left Mitchel Field, N. Y., for an Air Force base in Dayton, O. Mrs. Rogow contended an engine failed to maintain enough power to keep the plane airborne and that the crash, which also killed a five-man crew, stemmed from the negligence of Air Force personnel.

■ The judgment, made last week by Judge Irving Kaufman, held the government had "not satisfactorily explained the reason for the crash." The judge said the projected flight of the plane was "not a gratuitous benefit" to Mr. Rogow and that "in the main, there can be little doubt that the principal beneficiary of Rogow's military travel was the Air Force, because the trip would enable Rogow to give them a more meaningful script at an earlier date."

Mr. Rogow's trip was intended to help him gather material for an Air Force documentary film script. He was under contract to United World Films to work on the script, which the motion picture company was doing for Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan), then the agency on the Air Force recruiting account.

Mr. Rogow had signed a release absolving the Air Force from liability for injury or death, but the judge held this to be unenforceable.

Judge Kaufman said, "The accident involved here is one that would not normally happen in the absence of negligent maintenance and/or operation." He awarded $202,110 to Mrs. Rogow; $20,000 each to her children, Margaret and Zachary, for the loss of "parental care and guidance" and $877 for funeral expenses.

The Department of Justice, which has 60 days in which to reply, is considering its course of action. #

14 Companies Join POPAI

Eleven point of purchase producers, two advertisers and one foreign company have become members of the Point-of-Purchase Advertising Institute, New York. They are: Bel-Aire Process, Detroit; Bish Creative Display, Chicago; J. M. Callan Co., Chicago; Cove Wood Products Corp., Freeport, N. Y.; Display Mart, San Francisco; Frank Mayer & Associates, Milwaukee; Mur-Mat Inc., Chicago; Northwest Screenprint, Evanston, Ill.; P.O.P. Displays, Long Island City, N. Y.; Sales Communications, New York; Vulcan Industries, division of EBSCO Industries, Tarrant, Ala. The new associate members are: AC Spark Plug division of General Motors Corp., Flint, Mich.; Coca-Cola Co., Atlanta, and Syndicat National de la Publicite, Paris.

Simons Joins KFWB; Two Shift from KFWB to KLX

James F. Simons, formerly with John Blair & Co., Chicago, and one-time Nashville agency operator, has joined KFWB, Hollywood, Cal., as general sales manager.

Milton H. Klein, formerly KFWB sales manager, has been named general manager of KLX, Oakland, Cal. Appointed sales manager of KLX is Richard S. Calender, formerly general manager of KLIQ, Portland, Ore. Crowell-Collier Publishing Co. owns both KFWB and KLX.

Premium Assn. Reelects Bowen

Gordon C. Bowen, president of Premium Service Co., Teterboro, N. J., a subsidiary of Curtis Publishing Co., has been reelected chairman and president of the Premium Advertising Assn. of America. Other officers include William P. Dunham, product group manager, General Foods Corp., Sam Thompson, vp, Borden Foods Products Co., and Robert F. Degen, vp, Ted Bates & Co., vps, and Russell W. Thatcher, vp, B. T. Babbitt Inc., treasurer.

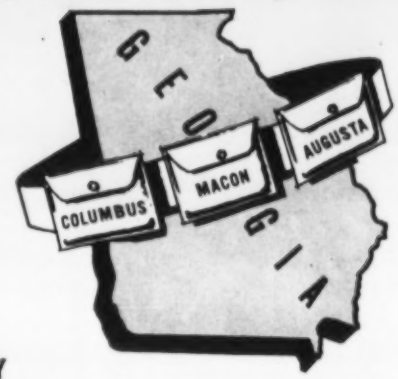
Hamilton Joins Stiller-Hunt

Hank Hamilton has been named radio-tv director of Stiller-Hunt Advertising, Beverly Hills, Cal. He formerly was head of Alexander Hamilton Productions, radio-tv production company. Patti Brainerd, formerly media director of Walter McCreery Inc., Beverly Hills, will be assistant to Mr. Hamilton.

RETAIL SALES?

$735 million in Georgia's money belt

Cash registers are ringing up sales at the rate of $735 million in the Augusta-Columbus-Macon trading area. Penetrate this 60-county market with this 3 paper combination buy that gives you savings to 10% on each ten thousand lines.



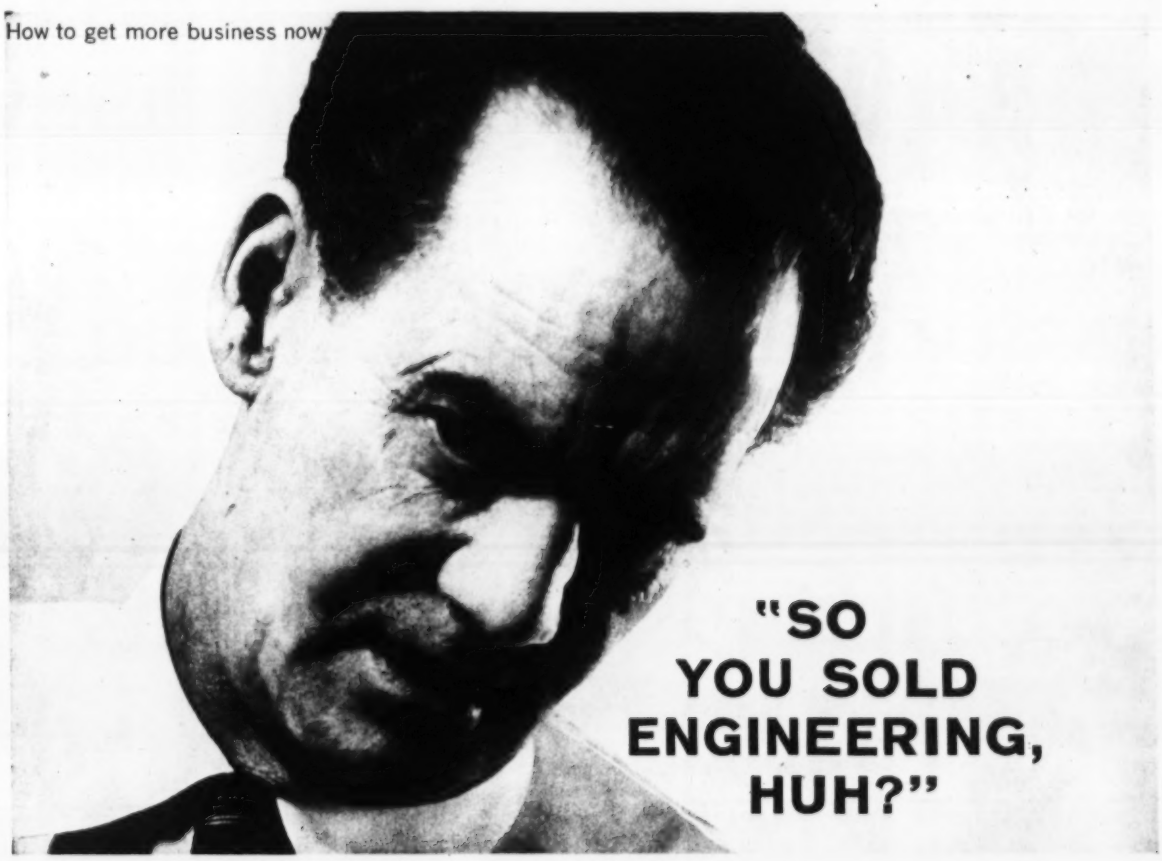
For **impact** in the Peach State, it's Atlanta **plus**

THE Georgia Group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

How to get more business now



"SO YOU SOLD ENGINEERING, HUH?"

"WHAT ABOUT PURCHASING?"

"Don't you know that when you sell the engineer but neglect the purchasing agent you've done only half the job? Remember, getting our product approved is not the same as getting the business."

The purchasing agent has the final responsibility of deciding which approved sources will actually get orders.

The most effective way to help your salesmen make this critical second half of the sale is to advertise regularly in PURCHASING, the methods magazine that for 44 years has helped industrial buyers in all phases of their work. This is the magazine they read for trends, interpretation of the news, and for ideas on systems, inventory controls, legal aspects of purchasing, and such important techniques as value analysis.

PURCHASING MAGAZINE
A CONOVER-MAST PUBLICATION
205 East 42nd Street, New York 17, New York
the methods and news magazine for industrial buyers

Purchasing agents in the manufacturing industries spend, on the average, 52¢ out of every incoming sales dollar . . . And in better than 3 out of 4 cases the PA selects the supplier.

Sell the Nation's 3rd Fastest Growing Through One of America's Great

COLORADO INDUSTRIES BOOM

★★ Vol. 67, No. 289

THE DENVER POST

HOME EDITION

The Voice of the Rocky Mountain Empire

Denver, Colo.—Climate Capital of the World

5 Cents, 72 Pages

Average Family Owns Home, Car

Downtown Sales UP $13 Million

City sales tax collection reports for the first quarter of 1959 show that Denverites spent $13.1 million more money in the downtown area up to April 1 than they did in the first quarter of 1958.

Clayton Hill, city manager of revenue, reported Saturday that a tabulation of retail sales in all fields as of April 1 disclosed that downtown area stores rang up $147,295,550 in sales during the first three months of the year.

That increase over the $134,188,947 for the same period in 1958 was the largest for any area of the city, Hill said.

The sales boom in the downtown area was reflected in a general increase in the amount of money people were spending during the first quarter on automobiles, furniture and building and construction materials, the report disclosed.

MATERIALS UP

The quarterly report showed a city-wide gross sales total in the building and construction materials field of $92,038,983, an increase of $11.3 million over the first quarter of 1958.

Automotive sales were up $5.7 million to $96,017,963 in the three-month period.

Furniture sales totaled $51,-964,916, an increase of $5.1 million.

Gross sales in Denver proper up to April 1 were $469,736,883 in 5,662 reporting retail establishments. For the same period in 1958, with 5,587 outlets reporting, sales were $421,135,-886. The gain up to April for 1959 was $62.6 million.

The gain in department store sales reported almost weekly this year by the Federal Reserve Board is borne out by the sales tax report. It shows total gross sales up to April 1 of $29,-

BOOM IN WEST

Electric Expansion Set at $10 Billion

By HARRY WALKER
Denver Post Staff Writer

The electric utility industry in 14 Mountain and Pacific Coast states will spend $10 billion on new power plant facilities to keep abreast of the population growth of the West in the next 15 years.

The power-generating capacity will increase five-fold to 33 million kilowatt hours.

The population will increase by 3¼ million, touching off a building boom.

And the disposable income of the West will leap by 80 pct. or more.

These were among predictions made in Denver to about 200 members of the Rocky Mountain Electrical League during their annual spring conference at the Continental-Denver Motor Hotel this week.

The predictions were made by Jack Robinson, engineering editor of Electrical West Magazine, San Francisco, who addressed the meeting on the topic: "Factors Influencing Future Load Growth in the Regional Electric Utility Industry."

BASED ON STUDIES

Robinson said the predictions are based upon studies made in 1958 and 1957 by a number of research authorities, among them Dr. Weldon B. Gibson, director of economic research for the Stanford University Research Institute, Palo Alto, Calif., and the U. S. Census Bureau.

He said Gibson's research has established that the Mountain and Pacific region's population over the past 30 years has increased by an average of 2.6 pct. per year—compared with 1 pct. for the national average.

As the fastest-growing section of the country, the Western states are using more power per capita, Robinson said, and if the trend continues, electric power utility plants will have to be doubled by 1975.

"People don't yet realize the tremendous and fast-moving impacts being made upon their

Biggest Tourist Year Due

The Colorado Visitors Bureau says signs point to a record influx of tourists and convention delegates during Colorado's Rush to the Rockies year.

A report by Art Bazata, president, and Clarence Hockom, manager of the bureau, says mail inquiries from prospective tourists are running about 10 pct. ahead of last year both at the Visitors Bureau and the State Advertising and Publicity Department headed by Lew Cobb.

Advance reservations at dude ranches and resorts are up 12 to 15 pct., the report says, and the ski season is winding up with an apparent 15 pct. increase.

It seems reasonable to anticipate that we could have an over-all advance of around 10 pct. in tourist and convention visitation this year, the report says.

That would put the "Rush to the Rockies" tourist and convention visitation total at around 4.5 million persons who, the bureau estimates, will spend at least $335 million in the state.

In addition the bureau and the state advertising office are combining forces and funds to ad-

Denver Trends Listed

By WILLARD HASELBUSH
Denver Post Business News Editor

The average family in the Denver metropolitan area owns its own home, at least one automobile and has one or more children under 18.

The number of dogs in the area is on the decline, while the number of homes with two television sets, a dish washer and a clothes dryer is on the upswing.

There are more cats in the metropolitan area than there were a year ago—but fewer people are having fresh milk delivered to their homes.

Those are a few of the insights into the living and buying habits of Denverites uncovered in the third annual consumer analysis survey of the metropolitan area just completed by The Denver Post.

The survey used scientific methods refined and time-tested for 30 years with procedures standardized by the 21 metropolitan newspapers that make an annual survey of this type to provide manufacturers and their agencies and distributors with current information on product usage.

Questionnaires sent to a scientific cross-section of families in the metropolitan areas were filled out at home and then checked at The Denver Post by trained interviewers. A grocery bag filled with top quality products was given to each family answering the questionnaire.

Highlights uncovered in the 1959 survey included these:

The metropolitan area has 235,600 separate family units, and 138,061 or 58.6 pct. of these have children under 18. That's down from 61 pct. a year ago.

MOST OWN HOMES

More families (18.8 pct.) have two children than one (16.9 pct.) or three (13.4) pct.). And 3,534 families in the area have six or more children. More than one-

WORKMAN HIGH ON BROWN PALACE

The sweep of the Panon lens gave visual detail to the dangers of construction work on Denver's rising skyline. Dean Conger, Denver Post photographer, leaned out into space and pointed his camera down to get this dizzying shot of workman on new Brown Palace Hotel. Conger has been named "Newspaper Photographer of the Year" in a contest sponsored by the National Press Photographers Assn., Encyclopaedia Britannica and the University of Missouri school of journalism.

Growth 7 Times U. S. Rate

Colorado's growth in manufacturing industries has been more than seven times larger than the national average during the last decade, according to a survey by L. J. Crampon, director of the University of Colorado's Bureau of Business Research.

The total of manufacturing industries in the state increased by 22 pct. between 1950 and 1959, Crampon said, in contrast to national growth in the same period of only 3 pct.

This growth, Crampon said, can be expected to continue for at least another five years.

Geographic location and natural resources, including climate, have played a large role in Colorado's population boom of the last 10 years, the business research expert said, "but the local attitude and assistance toward new industries is the major key."

Crampon's survey, conducted for a university institute on employment security, also disclosed that more people now are working for local, state and federal governmental agencies in Colorado than are employed in farming. The figure is exclusive of military personnel stationed in Colorado.

OTHER FACTORS UP

"Since 1950 there has been a 45 pct. growth in the number of men and women working for government agencies," Crampon said.

Another area of employment growth in Colorado is tourism, Crampon said. Some 15,000 persons are directly employed in the tourist business, and tourism can be expected to continue its growth, he added.

MORTGAGES, TOO

Area Tops Nation in Savings

The Mountain-Pacific region of the U.S. Savings & Loan League membership, comprising 11 Western states, led the nation during March in savings receipts—and in net savings after withdrawals, according to Ed Alexander, executive director of the Colorado Savings & Loan League. Furthermore, he said, member institutions in the Western region led the nation in mortgage loans made during the month.

The 54 Colorado member firms had total savings receipts of $15,597,289 during March, compared with $13,639,-945 a year ago.

Alexander said that mort-

loans closed during

Sugar Co. Has $6 Million Year

Great Western Sugar Co. of Denver achieved new highs in sugar production and sales, and an improvement in earnings last fiscal year, President Frank A. Kemp has reported to shareowners.

Net earnings for the year ended Feb. 28 were up to $6,692,424 or $3.13 a common share from $6,124,324 or $2.82 a share the year before.

Refined products sales and other income were up to $107,-321,694 from $93,499,214.

Sugar production was up to 11,054,350 hundredweight from 10,609,482.

Working capital was increased to $40,943,806 from $38,687,955 during the year, stockholder investment to $63,-854,943 from $60,941,543. The firm has no long-term debt.

The company spent $2,969,418 on improvements during the year and has budgeted $3,600,000 for the purpose during the current year, including $468,000 to

$147 Million Invested by Prudential

Real estate loans totaling $3,-307,993 were made in the Denver area during the first quarter of 1959 by the Western home office of the Prudential Insurance Co. The firm now has $146,872,000 invested in the Rocky Mountain area.

S. T. McDonald Jr., Rocky Mountain regional manager, said the first quarter total included $1,121,861 for residential and $2,186,132 for commercial and industrial loans.

During the 90-day period a

UAL Sets Training School

A $2 million training school for United Air Lines will be built on a three-block area of the campus of Colorado Woman's College starting this fall.

Dr. Eugene E. Dawson, president of CWC, said the United Air Lines complex of buildings will be on a seven-acre site at Montview Blvd. and Olive St. Both land and buildings will be leased from CWC by the airline.

"We feel that the UAL school will greatly enhance the beauty of our campus and the surrounding neighborhood," Dr. Dawson said. "The high level of United's training program will correspond with the quality of our own academic program at CWC."

The new UAL training school will be occupied by 1961 and officials of the airline said eventually 2,000 persons a year will be in training there.

The 2,000 will include approximately 680 stewardesses in five-week training periods, 60 flight officers in 9- to 15-week periods and 1,260 supervisory and management employes in one-week periods.

TWO STORIES HIGH

UAL presently conducts its

Major Market Newspapers

few newspapers anywhere cover their home city and regional markets as effectively as THE DENVER POST

Denver, Colorado
Post's daily coverage: 71%
Post's Sunday coverage: 81%

Boulder, Colorado
Post's daily coverage: 51%
Post's Sunday coverage: 99%

Longmont, Colorado
Post's daily coverage: 53%
Post's Sunday coverage: 94%

Fort Collins, Colorado
Post's daily coverage: 43%
Post's Sunday coverage: 84%

CIRCULATION

Evening, except Saturday	252,748
Sunday	339,281
Empire Magazine and Comics	366,564

A. B. C. Publisher's Statement March 31, 1959

Editor and Publisher:
PALMER HOYT
Represented Nationally by
MOLONEY, REGAN & SCHMITT, INC.

SODA BATH—*Bonnie Gaylord underscores Church & Dwight's fourth annual Baking Soda Bath promotion. The baths are pushed as a relief for sunburn, insect bites and other minor skin irritations via radio spots for six weeks, starting June 26. J. Walter Thompson is the agency.*

More Fun Toys, Fewer Educational Ones, Mohr Predicts

CHICAGO, June 2—Despite the much talked about new national emphasis on education, the trend in toys is away from the educational ones and toward those that are just fun to play with, a toy merchandiser told a toy industry group here.

Clarence A. Mohr, toy department merchandise manager of Montgomery Ward & Co., told a forum at the National Toy Show meeting that Ward's interest in toys is now weighted toward those with readily apparent play value.

Along the same train of thought, Ann Skinner, owner of Ann Gee's Toys Inc. toy stores in Indianapolis, said that she believes "kids will play with toys only if they like them, and that if they play with them, they will learn something."

■ Mrs. Skinner, who has been named Toy Retailer of the Year for 1959 by the Brand Names Foundation, also made the observation that "many people now seem to feel guilty about buying toys for kids because of the great fuss about Russia leading the U. S. in education."

Total industry volume this year is likely to exceed the $1.5 billion mark, according to another prediction by Jules Karel of Jules Karel & Associates, Chicago, commercial exhibition managers who ran the show.

According to Mr. Karel, the average annual toy sales per child under 15 in the U. S. is $28.30. #

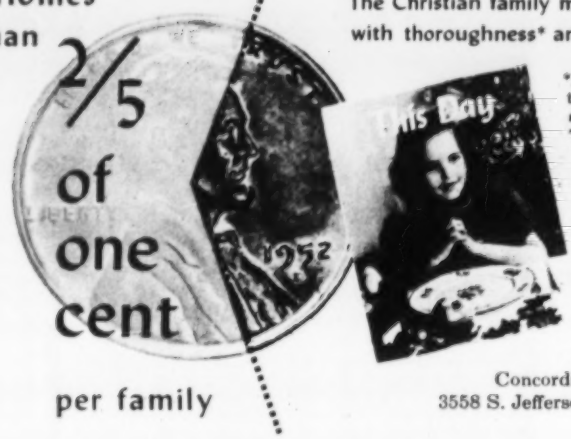
WIN THE TOWN OF ULCER GULCH, ARIZONA

(with nearby gold mine)

Get away from it all, ad folk! Win the town of Ulcer Gulch, Arizona — First Prize in the Saturday Evening Post "Ulcer Gulch" Contest — *and give it your name!* Other wondrous western prizes, too: a real live stagecoach, 100 real western hats! And all you have to do is complete a Post jingle! If you're a resident of the U.S. or Canada and with an ad agency, or the sales, marketing or advertising department of any national advertiser, call the nearest Post sales office for entry blank. Hurry! Contest closes July 18, 1959.

ENTER The Saturday Evening POST CONTEST TODAY!

Delivers your full page ad into 100,000 Lutheran Homes for less than 2/5 of one cent per family



This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

Whirlpool Endows Marketing Chair; Opens New Department

The Whirlpool chair of marketing has been established at American University, Washington, endowed by Whirlpool Corp., St. Joseph, Mich. The new chair will conduct research into problems and trends in marketing and will make special studies of the home appliance industry for the purpose of helping appliance retailers improve their marketing and management skills.

Whirlpool also will open a new dealer development department to aid its own dealers. It will send business management experts into the field to help dealers solve business problems and develop business skills.

Edwards Joins WCGO

Lee Edwards has joined WCGO, new Chicago Heights, Ill., radio station, as manager. He previously was with WGRY, Gary, Ind. WCGO, a 1,000-watt station, will begin broadcasting around July 1.

Coming Conventions

*Indicates first listing in this column.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 10-12. Continental Advertising Agency Network, annual convention, Benjamin Franklin Hotel, Seattle.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-16. New England Newspaper Advertising Executives Assn., summer meeting, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

*Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D. C.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Eight Housewares Makers Join in NRHA Promotion

For the first time in the hardware industry, a fully integrated national sales promotional campaign has been mapped out by eight manufacturers of branded, non-electric housewares. The event will be coordinated by National Retail Hardware Assn.'s industry activities department.

The Housewares Festival promotion will begin with a full-color spread in the Oct. 3 issue of *The Saturday Evening Post*. Promotion kits will be sent to 23,000 independent retail hardware store members of NRHA. The participating manufacturers include Bissell Carpet Sweeper Co., Borg-Erickson Corp., Cal-Dak Co., Corning Glass Works, Ekco Products Co., Hamilton Cosco Inc., Rubbermaid Inc. and Wear-Ever Aluminum Co.

". . . and a very ***LIGHT*** *one for that new young man in your media department who has told me six times, now, 'Solid Cincinnati reads the Cincinnati Enquirer.'"*

KEEPING THINGS STRAIGHT in Cincinnati is as easy as remembering Solid Cincinnati reads the Cincinnati Enquirer. The Enquirer is as solidly a part of the lives of the solid *market-that-matters* in Cincinnati as their morning cup of coffee. Result: YOU'RE in solid in Cincinnati when you're in the Cincinnati Enquirer. The Top Ten Brands Survey, just completed, shows you why — in delightful detail. Call the Enquirer's research department for a preview.

Represented by Moloney, Regan & Schmitt, Inc.

LOOK

LOOK . . . here's an exciting story of missing people . . . 97,482 of them, living in Nebraska, who were completely overlooked in a recent ad comparing the combined circulation of Life, Look and Post with the daily, instate circulation of the largest daily newspaper in each state.

The Omaha World-Herald reaches 205,812 unduplicated families in Nebraska every day. That's 97,482 more than LOOK gave us credit for . . . and 51,944 more than the combined circulation of Life, Look and the Post in Nebraska.

No other medium, or even the combined circulation of Life, Look and Post, can match The Omaha World-Herald's unduplicated coverage of Nebraska . . . a vital, growing market of 1.6 million people with $2.7 billion to spend.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

maha World-Herald

The Basic Advertising Medium
in Nebraska and Western Iowa

Home Newspaper Group Sets Plan to Build National Ads

ST. LOUIS, June 2—A plan to gain more national advertising for the 174 member newspapers of Accredited Home Newspapers of America was outlined at the group's convention here.

The 174 newspapers, which report a combined circulation of 5,500,000 in city and suburban communities, will place AHNA ads in business publications and will use a task force of publishers to call on national advertisers and agencies. The plan also calls for opening a New York office.

The AHNA, composed largely of unaudited, free papers (though a growing trend toward paid circulation was reported) will use the New York office to serve as an information center and to service national accounts using member publications. It will also tell members what they must do at the local level to increase national linage.

■ The convention, which ended Saturday, went on record as being opposed to newspaper monopolies. Members had been disturbed by dailies' practice of offering zone circulations at reduced ad rates. This practice, the session was told by Ray D. Jones Jr., Kansas City attorney, is a violation of the Sherman anti-trust act and the Clayton Act if it is done to drive community newspapers circulating in such areas out of business. #

Hertz Unit Launches Foreign Car Sales Service

Hertz American Express International Ltd., Chicago, Hertz Corp.'s car rental operation outside the U.S., is inaugurating a plan to handle the purchase of foreign cars for Americans visiting abroad who wish to buy cars overseas and bring them home with them.

A brochure available from Hertz explains the service and gives U.S. and foreign purchase prices of some of the popular import cars, notes the transport costs to New York and gives mechanical data about the cars. Listed are Austin Healey, Citroen, Renault, Fita, Jaguar, Mercedes-Benz, MG, Hilman, Simca and Volvo.

Two Join Bruskin

Walter Meyer, formerly with Dancer-Fitzgerald-Sample, and Donald Bowdren, formerly of Curtis Publishing Co., have joined R. H. Bruskin Associates, New Brunswick, N. J., market research specialist, as senior project directors.

Bell Joins Saunders/Wilcox

Sam Bell, formerly with the sales department of the *Miami Herald*, has joined Saunders/Wilcox Associates, Coral Gables, as a partner. The agency has changed its name to Saunders/Wilcox/Bell.

Sport-of-the-Month Club Formed in Chicago

Sport-of-the-Month Club, a new entry into the service membership merchandising field, has been organized in Chicago, with headquarters at 1123-A, Merchandise Mart. Members of the new club, which is affiliated with Diners' Club, receive credit privileges for transportation, accommodations, tickets to all kinds of major sports events, sport clothes and equipment.

Karl Vogel, president of the club, said a $250,000 ad budget has been set. Advertising started with a two-thirds page in a May issue of *Sports Illustrated*. Direct mail, magazines, newspapers and spot radio advertising will be used later. Jack Pettersen & Associates, Chicago, is the agency.

Silverstein to Aurora Plastics

D. William Silverstein, formerly vp and account supervisor of Harold J. Siesel Co., New York, has joined Aurora Plastics Co., West Hempstead, N. Y., as advertising manager. The Siesel agency handles the Aurora account.

Kline Agency Adds Four

Robert Kline & Co., Richmond, Va., has acquired the following new accounts: Chesapeake Bay Ferry Commission, Biggs Furniture, M&B Headwear Co. and Southern Crafts.

Loblaw's Scott Order Record

Loblaw Inc., Buffalo, grocery chain, has purchased 86 carloads of household paper products, worth about $500,000 retail, from Scott Paper Co., Chester, Pa. It was said to be the largest single order for consumer goods ever placed by a grocery retailer in the East. Loblaw will run a special promotion featuring the Scott products.

If you're a regular customer at this stand, you've seen these monthly progress reports to the trade. They've kept you aware of some of the important changes taking place on the Kansas City communications scene.

The changes began a year ago when National Theatres assumed ownership of WDAF, Kansas City's first radio and television stations. Both were blessed with overwhelming power which assured penetration into every nook and cranny of the fat Heartland territory. We christened the property "Signal Hill", and tackled the job of building a sight and a sound to match that power.

That job affected every phase of our operation. It involved literally thousands of decisions and unshakable determination to deliver an

Too Busy to Keep Up With Your Reading?

- Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should.
- Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C.—ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Vrungos to New Post

James Vrungos, formerly marketing manager of Digimatic products of Electronic Control Systems Co.'s electronics division, Los Angeles, has been appointed industrial marketing manager of the electronics division of Stromberg-Carlson, Rochester, N. Y. Electronic Control Systems is also a division of Stromberg-Carlson, which is a division of General Dynamics Corp.

Two Joins J. M. Mathes

Charles J. Leavitt Jr., formerly with J. Walter Thompson Co., has joined J. M. Mathes Inc., New York, as an account executive. Mathes also has named Nellie-Mae Leonard, formerly with Batten, Barton, Durstine & Osborn, to its public relations and publicity department.

Auto Council Elects Wolfson

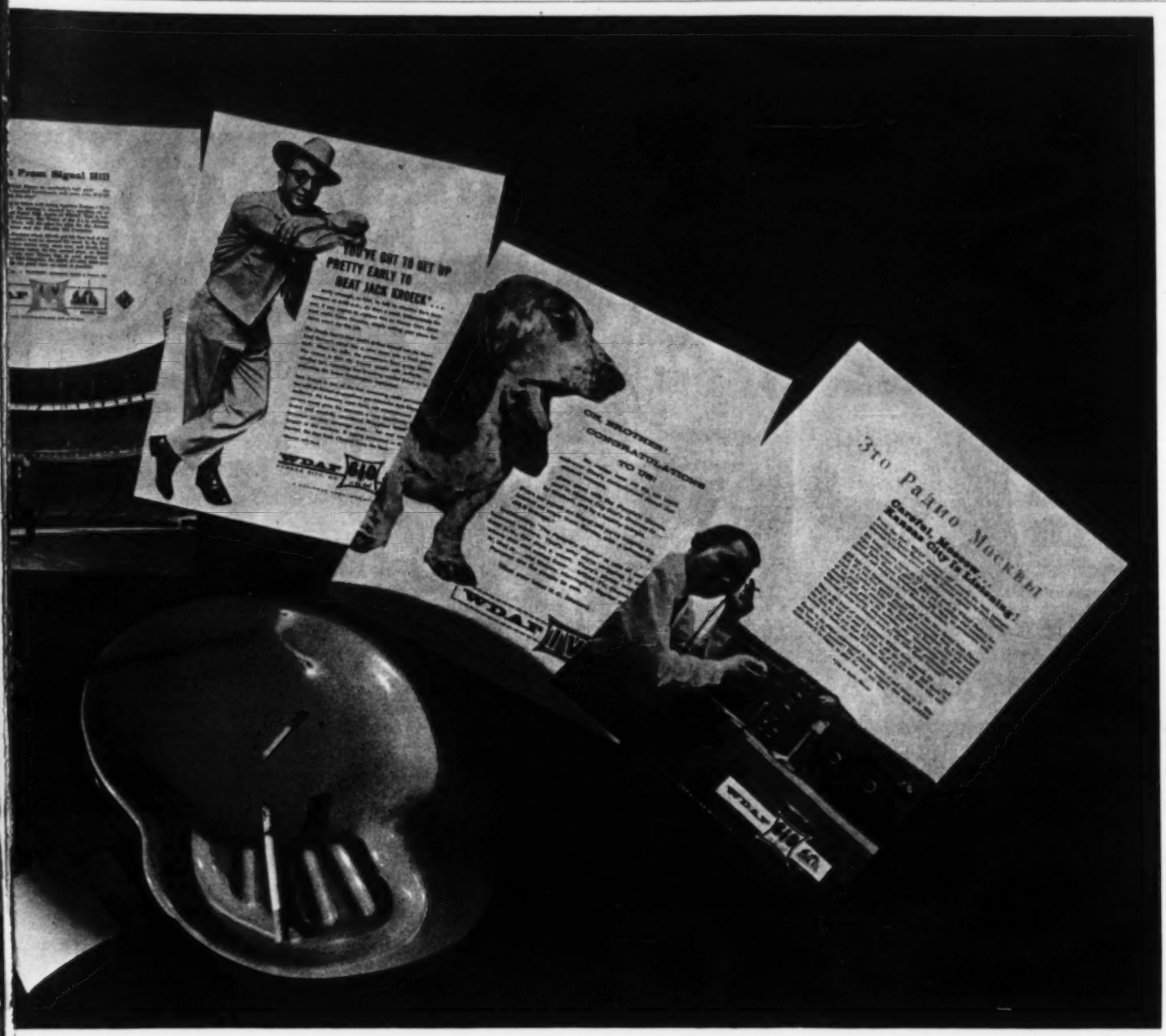
M. Robert Wolfson, director of advertising, sales promotion and public relations of Maremont Automotive Products, Chicago, has been elected president of the Automotive Advertisers Council. Members of the group represent automotive parts suppliers and equipment manufacturers.

Putman Names Myers, Riddle

Landon W. Myers, formerly sales representative for Urban Farley & Co., has joined Putman Publishing Co., Chicago, on the sales staff of *Plant & Power Services Engineer*. Meanwhile, George W. N. Riddle, since 1951 Putman's director of research and development, has been elevated to research vp.

'Promenade' Names Detroit Rep

Promenade Magazines, New York, has appointed Donald S. Hutton Advertising Sales Associates, Bloomfield Hills, Mich., Detroit ad representative.


From Signal Hill
YOU'VE GOT TO GET UP PRETTY EARLY TO BEAT JACK KROECK...
WDAF
Oh, Brother! Congratulations to Us!
Это Радио Москва!
Careful, Moscow... Kansas City Is Listening!

entirely new product to Kansas City audiences. The payoff for us has been the greatest advertising boom and steadiest audience climb in the stations' 37-year history.

It's been a big year for Heartland listeners and viewers, for our advertisers and for us. But if our first year on Signal Hill was big, wait till you see what follows.

WDAF SIGNAL HILL RADIO & TV
KANSAS CITY, MO.
A NATIONAL THEATRES STATION

Represented by
HARRINGTON, RIGHTER & PARSONS, INC.
HENRY I. CHRISTAL CO., INC.
NBC

California Outdoor Bill Dies in Senate

SACRAMENTO, June 2—The much amended outdoor advertising regulation bill, introduced by a Republican state senator, John F. McCarthy, San Rafael, has been dropped, with a tongue-lashing of the industry by Sen. McCarthy for its lobbying activities against the legislation.

Sen. McCarthy charged on the floor of the Senate that his bill had been "ruined" and made "ridiculous" by amendments "which were pressured by outdoor advertising company lobbyists."

He specifically mentioned San Francisco's Foster & Kleiser Co., California's largest outdoor ad company, in his attack.

Sen. McCarthy asked that the bill be "stricken from the file," and said he would "call upon groups interested in such regulation to sponsor an initiative ballot measure to carry the issue to the voters of California."

The McCarthy bill would have prohibited outdoor advertising from scenic highways in unincorporated areas. #

Nantucket Isle Sets $50,000 Budget for Tricentennial

Nantucket, famed Massachusetts vacation island, will spend $50,000 to publicize the 300th anniversary of its establishment. About $20,000 has been earmarked for advertising in consumer magazines and newspapers, through Newsome & Co., Boston. The celebration will be staged throughout the summer months.

Ohio AMA Honors Trumbull

Howard A. Trumbull, president of National Family Opinion Inc., Toledo, has been named "marketing man of the year" by the northwestern Ohio chapter of the American Marketing Assn. In its initial award of this type, the chapter cited Mr. Trumbull for contributing most to the advancement of the science or practice of marketing or marketing management during the past year.

Powers Adds Mexican Book

Vida Rural en Mexico, Mexico City, has named Joshua B. Powers advertising representative in U. S. and Canada.

Chicago's new 40-story Advertising Headquarters—
Executive House
HOTEL IN HEART OF CHICAGO ADVERTISING
• close to agencies, radio-TV stations, newspapers, magazines, art, film and recording studios, representatives.
UNIQUE FEATURES OF EXECUTIVE HOUSE
• Drive-in Garage
• Direct Dialing from Room Phone
• Private Sun Terrace
• Free Stock Market Quotations
Send for colorful brochure Executive House
Department A, 71 E. Wacker Drive, Chicago 1
Financial 6-7100 • A. M. Quarles, General Manager

ACTION SPEAKS FAR

7,000 Super Markets tie-in with THE AMERICAN WEEKLY

For the sixth successive year, over 7,000 top Super Markets will build store-wide displays to collect, at point-of-sale, the extra business that The American Weekly creates for its advertisers. These giant markets will be devoting up to 30,000 man hours to build these store-wide displays . . . to capitalize on this bonus of additional sales The American Weekly will generate in its great Annual Picnic Issue, June 21st.

Advertisers Get Action when Appetites are Raised to the 19,300,000th* Power!

**Primary Readers, Daniel Starch 1958 Consumer Magazine Report.*

PARTICIPATING ADVERTISERS: ALKA-SELTZER • AMERICAN BOTTLERS OF CARBONATED BEVERAGES • AMERICAN DAIRY ASSOCIATION • CAMPBELL'S PORK & BEANS • CARNATION EVAPORATED MILK • COLEMAN'S COOLERS & JUGS DENNISON'S CHILI CON CARNE • FLEX-VAC VACUUM PACKAGING • HAWAIIAN PUNCH • KELLOGG'S CORN FLAKE CRUMBS • KENT CIGARETTES • LAWRY'S SEASONED SALT • LEA & PERRINS WORCESTERSHIRE SAUCE MINUTE RICE • NABISCO'S NEW SALT-TANG • NOXZEMA • SARAN WRAP • STAR-KIST TUNA • SWANSON FROZEN CHICKEN PARTS • SWIFT'S PREMIUM BROWN & SERVE SAUSAGES • SWIFT'S PREMIUM FRANKS • TAREYTON CIGARETTES

LOUDER THAN WORDS

NATIONAL FOOD STORES

COLONIAL STOP & SHOP

SENTRY

purity stores

SAFEWAY

Piggly Wiggly SUPER MARKETS

Jewel Food Stores

Evans Super Markets

Super B&B Markets

GRISTEDE'S

SHOP EVERY DAY AT YOUR Thriftway Everyday Low Prices

HANDY-ANDY Supermarkets

Shopping Bag YOUR BUSY, FRIENDLY FOOD STORE

Lucky STORES

FISHER FOODS Master Markets

FARHA BROS. Giant SUPER MKTS

ALBANY PUBLIC MARKETS

RED & WHITE FOOD STORES

Mayfair

Market Basket

BEST-EVER Food Markets

VONS

Oneida Markets, Inc.

BPM 3 Great Super Markets

FOOD TOWN

Weingarten's

SCHAUB'S MARKETS

Schwegmann Bros.

SHOPPING TIME IS SAVING TIME AT SETZER'S

SETZER'S

SAVE AT WINN DIXIE FOOD STORES

Albertson's

APPLEBAUM'S

BIG BEAR

COLUMBIA MARKETS

Thriftimart

Cole's MARKETS

Fox

TOM-BOY BOYS MARKETS

and its participating advertisers, June 21st issue

The Great June 21st
"It's Outdoor Eatin' Time"
Picnic Issue of
THE AMERICAN WEEKLY

THE American Weekly

Second only to Church . . . on Sunday!

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

Life beneath the surface

(Or, "The Story of the Marketing Audit.")

In this advertising agency everything starts with this total report. We don't like to write a plan or an ad until it's in our hands.

It's a facts-first AUDIT of your sales, promotional, and advertising pasture that searches out the high points—and the grass roots—of your marketing and promotional opportunities (and problems).

Your audit touches all bases—what you are doing, where you stand—where you could best go.

It creates a sounder marketing calendar, clarifies objectives; suggests how to meet them.

It's grist for orderly marketing expansion, long-term projections, short-term musts, product development, copy policy, promotional strategy, area-by-area expansion, display programs, sales training plans, sales literature background.

Gives creative talent more to go to work on, guides media selection, helps squeeze more direct help from your advertising dollar—helps hold *everything* in your program on one target.

If this makes sense to you—may we trade an hour of our time for one of yours to talk about its application to your advertising and marketing program?

* * * * *

1. *In upper 4% of all advertising agencies in business volume.*
2. *Top-drawer marketing and creative talent.*
3. *Unusual stability—steady growth since 1932.*
4. *Strong clients in both consumer goods and industrial fields.*
5. *Highly accessible to you—finest agency-owned air equipment.*

Howard H. Monk & Associates Inc./ Rockford, Illinois

FUN PROMOTION—*American Machine & Foundry Co., New York, in what it calls the biggest magazine program ever conducted for bowling, will use spreads and pages like this one, in Good Housekeeping, Life, Look, McCall's, Reader's Digest, Scholastic Magazines, Seventeen and The Saturday Evening Post. Newspapers and spot radio will be used in 16 markets. Cunningham & Walsh is the agency.*

Dix Urges Research to Fit Sales Effort to Market Potential

NEW YORK, June 2—Do sales goals increase sales and profits?

Arthur H. Dix, vp in charge of research, Conover-Mast Publications, told the New York chapter of the American Marketing Assn. yesterday that in most instances it will pay a manufacturer to be able to say to a distributor or a manufacturer's representative, "There's $750,000 worth of our kind of product bought annually in your territory. We know because we measured it. Your fair share is $410,000."

■ "Not many manufacturers do that," Mr. Dix said. "Why not? Inertia is only a partial answer. Something else is involved. Perhaps a fear that market measurement will reveal the need for making changes—changes that are often unpleasant to make.

"This fear," Mr. Dix said, "is well grounded. Revolutionary changes have taken place in the distribution of the industrial market. Using employment as a yardstick—and it's a fairly good one—today Florida is more important industrially than Rhode Island. More people work in Texas factories than in Connecticut's.

"Before World War I, New England was about twice as important industrially as the Pacific Coast. But today, more of your sales and more of your sales machinery should be on the Coast than in New England, if you sell the broad industrial market. The market movement is definitely west and south.

"It is just plain common sense," he said, "to put the reapers to work where the crop is. But the simple fact is that often there is a decided mismatch between the location of the potential business and the sales machinery for harvesting the crop.

"The status quo," Mr. Dix pointed out, "has a way of not remaining static very long.

■ "The next five or ten years," he predicted, "will undoubtedly see a tremendous increase in the number of companies selling to the industrial, construction, and other specialized markets, that will use territorial market analysis to eliminate misfits between market and the sales-getting setup.

"A straw in the wind is the result of a survey made recently among companies selling the industrial market. It was found that the information they want most from business papers is market measurement data.

"Publishers, as you have probably noticed," Mr. Dix said, "are highly responsive to advertisers' demands, and the result is that the trade magazines are furnishing more and more in the way of market analysis helps.

"The most successful quota users are those who take the distributor or manufacturers' representative or direct salesman into the act," Mr. Dix said.

"There is, of course, no perfect marketing measuring yardstick. This is hardly an exact science. Each of us has to decide for himself the boundary line between a system too crude to be acceptable and one that is so elaborate that it is costly to maintain and difficult to grasp. Decimal point accuracy isn't attainable, and it isn't needed," he said.

■ "A highly successful user of quotas says, 'I never try for more than an accuracy of 25% plus or minus, as my salesmen's selling ability varies at least that much from week to week.'

"The next decade," Mr. Dix concluded, "looks like a busy one for people in market research. The high brass is recognizing its value to an increasing degree. It pays enormous dividends. More and more tools are available for market measurement, and all in all it has all the earmarks of being a very good line of work to be in." #

COVER THE

MAYOR and MANAGER covers the 7,683 (BPA) men who do the buying and planning for more than 6,000 U. S. communities with populations 1,200 or over. Show them how your product or service can help them do a better job and you've made a sale in the giant $35 billion municipal market.

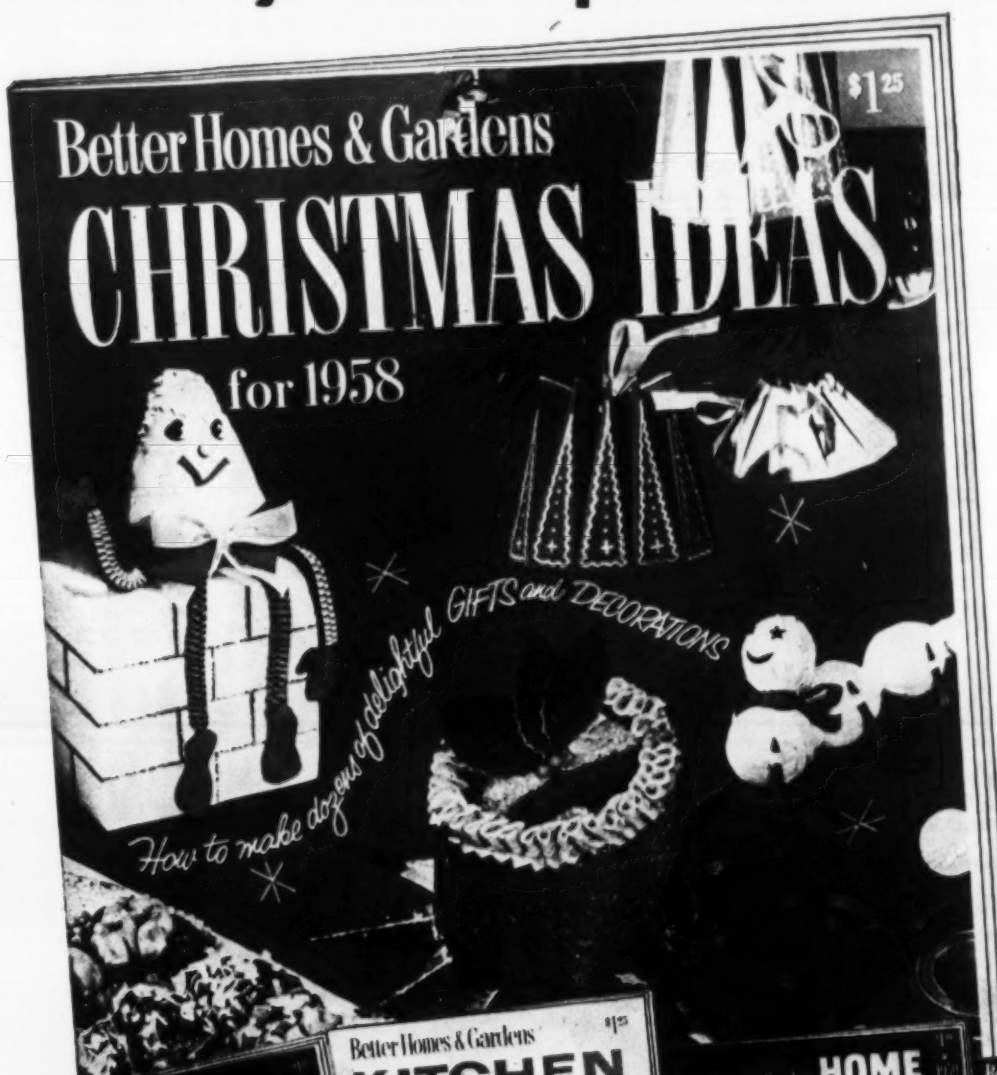
LAW and ORDER covers the 7,415 (BPA) police executives who buy $2½ billion worth of police equipment and supplies. An average total circulation of 12,834 (BPA) makes it the most widely read police publication! Cover this vital group at less than 1½¢ per contact.

BPA

MAYOR and MANAGER
LAW and ORDER

72 W. 45th St. • New York 36, N. Y. • MU 2-6606

How to reach 'em when they're ready to spend...



First you have to take your sales story to the right people—the families with money to spend and the willingness to spend it. Next you have to reach them when they're in the mood to be sold. Every one of the six Better Homes and Gardens Idea Annuals is cram-full of the kind of specific ideas that get people excited—get 'em ready to spend!

1959 ISSUE CLOSES: AUGUST 14
ON SALE: OCTOBER 20
RATE BASE: 550,000

Ideas about how to decorate the house, the tree, the table—ideas about everything that fills a home lover's Christmas with happy activity. On every page, an air of bustling enthusiasm that helps to sell your products!

Closes: July 15, 1959
On Sale: September 22, 1959
Rate Base: 450,000

Closes: October 15, 1959
On Sale: December 22, 1959
Rate Base: 225,000

Closes: November 16, 1959
On Sale: January 19, 1960
Rate Base: 165,000

Closes: December 15, 1959
On Sale: February 18, 1960
Rate Base: 135,000

Closes: June 14, 1960
On Sale: August 19, 1960
Rate Base: 165,000

MEREDITH OF DES MOINES...

America's biggest publisher
of ideas for today's living and tomorrow's plans

Whirlpool Chairman Elisha Gray II has been an Electrical Merchandising reader for 20 years

Appliance man Bud Gray and E.M. are old business associates, and have been through all the years of Whirlpool's dynamic growth. Says Mr. Gray: *"Electrical Merchandising is more than a magazine to me — it is a vital part of the fascinating appliance world in which I work."*

SPRING SCENT—*The Allied Florists Assn. of Illinois ran this four-color, carnation-scented ad in the Chicago Tribune only on May 22. Clinton E. Frank Inc. is the agency.*

More, Better Art in Sign Designing, Yale Dean Urges

NEW HAVEN, June 2—There is a growing need for the American artist to take a more active part in designing the many signs that are scattered throughout a community —signboards and posters, signs on buildings and stores, traffic and store markers, and hundreds of others—according to Gibson A. Danes, dean of the Yale University school of art and architecture.

Disclosing that the school's graphic arts department intends to explore the entire field of communications in detail in the coming years, Dean Danes contended that not only can many of the signs be made more attractive, but better design in many cases is needed to eliminate confusion and promote safety.

"If anyone has tried to get out of Idlewild Airport at night without knowing the way, he knows what I mean," he said.

■ "The field of graphic design has become increasingly important, not only for printed materials, but for architecture and buildings," he said. "Every building has to have a sign. Think of Times Square or Piccadilly Circus, for example, where all you can see are signs. The buildings have been enveloped in signs." #

'New York Times' to Open Four New Sales Offices

The *New York Times* will open advertising sales offices in Atlanta, Los Angeles, San Francisco and Toronto within the next few months. Sawyer-Ferguson-Walker Co., which has represented the *Times* in 11 western states for the past 13 years, will continue to represent the newspaper in Detroit. The *Times* has offices in Boston, Philadelphia, Chicago and Miami.

National Advertising Opens Offices in Atlanta, Dallas

National Advertising Co., Bedford Park, Ill., a subsidiary of Minnesota Mining & Mfg. Co., has opened two new sales offices in Atlanta and Dallas. James A. Imwold will head up the Atlanta office, in addition to facilities at Valdosta, Ga., and Charlotte, N. C. Clayne J. Sheperd will direct sales offices in Dallas and Waco.

Rinck Joins Marcus Agency

Larry E. Rinck has joined Marcus Advertising, Cleveland, as an account executive. He formerly was advertising manager of Bavarian Brewing Co., Covington, Ky.

Whirlpool Distributor Sol Freeman has been an Electrical Merchandising reader for 38 years

Springfield Distributor Sol Freeman is a widely known, widely respected hand in the Massachusetts appliance-distributing picture. Says Mr. Freeman: *"I read and use every issue of Electrical Merchandising, and encourage my Dealers to do so. E.M. is the top source of ideas in this fast-moving business."*

Whirlpool Dealer Joe DiSalvo has been an Electrical Merchandising reader for 23 years

DiSalvo Appliances is one of the first stops with appliance shoppers in San Jose, Calif., for Joe DiSalvo really knows appliance retailing. Says Mr. DiSalvo: *"In this business you stay informed or you stay poor. I find the articles and advertisements in E.M. a mighty valuable anti-poverty insurance policy."*

HAPPY DRINK—*Orange-Crush Co., Evanston, Ill., is introducing its 1959 theme: "Sip a smile . . . Relax a while" with this full-page color ad in Life. H. W. Kastor & Sons is the agency.*

78% of Retailers See Good Summer, BofA Study Shows

NEW YORK, June 2—Retailer expectations are that summer sales will increase this year.

A survey by the Bureau of Advertising, American Newspaper Publishers Assn., disclosed that 78% of the retailers look for gains over last summer; 20% expect no change, and 2% think they're in for a fall-off.

But only 25% of the retailers plan to boost their ad budgets, an average of 5%; 65% plan to stand pat on budgets equaling last summer's outlays, and 10% said they will slice summer advertising.

The profit picture shapes up well, too, according to the survey. A profit boost is anticipated by 67% of the merchants surveyed; 28% look for no change; 5% expect a drop. Average expected increase was 5%.

Included in the survey were 239 retailers in 79 markets, including 19 store types (department, apparel, furniture, home furnishings and others). #

JWT Succeeds Y&R as Agency for 'Keep City Clean' Push

J. Walter Thompson Co., New York, will take over June 30 as volunteer agency for the Citizens Committee to Keep New York City Clean, succeeding Young & Rubicam. For the past four years, Y&R has conducted the campaign, preparing and placing the equivalent of more than $3,000,000 worth of public service advertising contributed by New York's advertising media. The campaign is now being emulated in 89 U.S. cities and six foreign countries.

Sigurd S. Larmon, Y&R president, who has served as information and education chairman of the committee, was presented with a distinguished citizen medal by the sanitation department May 20 for his contribution to the "fight against litter." Henry C. Flower Jr. and William C. McKeehan Jr., vice-chairman and vp, respectively, of JWT have been named co-chairmen of the information and education committee, succeeding Mr. Larmon, who continues as a board director.

'South Bend Tribune' Brings Out Michigan Edition

The *South Bend Tribune* has started publishing separate editions for Indiana and Michigan subscribers. The two separate editions will provide more space for Indiana news in copies that go to Indiana residents and more space for Michigan news in papers distributed there. The edition delivered to subscribers in the immediate South Bend-Mishawaka area remains unchanged.

At every level in every appliance-tv line the real Pros read and use Electrical Merchandising

HERE'S WHY

Electrical Merchandising is the *big* magazine of the ***big*** appliance-tv-housewares business. It has more *paid* circulation, more paid *dealer* circulation, more *proven* dealer interest than any other publication in this dynamic field. That's why the real Pros of appliance-tv promotion pick Electrical Merchandising — *to be sure!*

Electrical
Merchandising

Magazine of the appliance-tv Pros

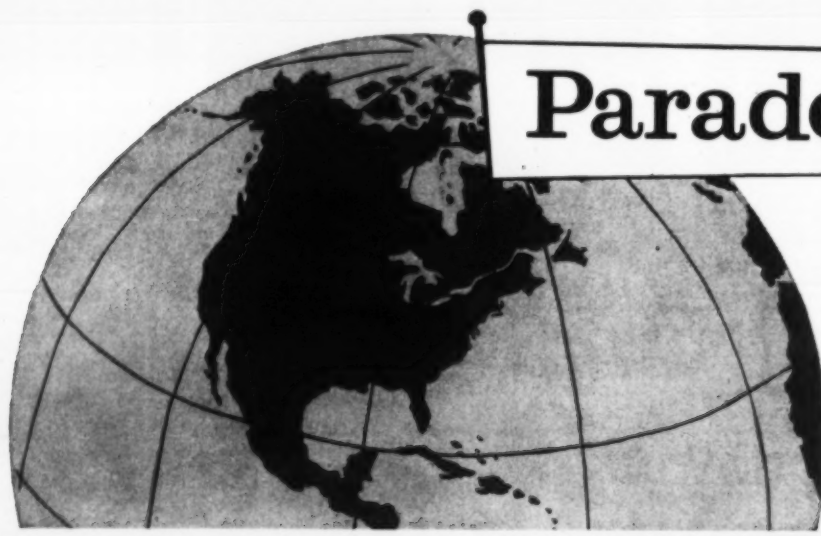
A McGRAW-HILL PUBLICATION ABC-ABP

Everybody knows the key newspaper in Boston

The Boston Sunday Globe

Represented by Cresmer & Woodward, Inc. (New York, San Francisco, Los Angeles) . . .
Scolaro, Meeker & Scott (Chicago & Detroit) . . . The Leonard Co. (Miami Beach, Florida)

The choice of more families in America's sixth metropolitan county area than any other Sunday newspaper



The big news—beginning July 5th, The Boston Sunday Globe will distribute

Parade

America's Best Read Sunday Magazine

In the past twelve months, the largest Sunday newspaper in five of the top 50 markets added a syndicated Sunday magazine... four of these five added Parade.

Parade circulation now 9,600,000 — a new all-time high

Feature Section

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

What's Ahead for Co-op Advertising?

C. M. Cites Two Fashion Ads

Evolution of a Poster

Radio—No Commission Medium

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

Signs of Subtle but Agonizing Reappraisals . . .

E. B. Weiss Takes a Long, Hard and Candid Look at the Future Course of Cooperative Advertising

Cooperative advertising is probably the subject of more private soul-searching by national advertisers, and less public discussion, than any advertising-marketing problem you can name. About two years ago AA published a notable series of articles on co-op by Lester Krugman, explaining how co-op works and reviewing its good and bad points. Now E. B. Weiss, Advertising Age columnist and director of merchandising for Doyle Dane Bernbach, New York, has written a detailed discussion of why co-op is being reappraised which presents much new data and which we are delighted to publish here. The study will shortly be published in booklet form by Doyle Dane Bernbach. This is the first of a series of articles which will appear in this section weekly, taking the place temporarily of Mr. Weiss' regular weekly column.

By E. B. Weiss
Director of Merchandising, Doyle Dane Bernbach Inc.

Cooperative advertising is currently undergoing its first broadscale reappraisal.

It is being re-evaluated by manufacturers.

It is being re-evaluated by wholesalers and other distributors.

It is being re-evaluated by retailers—particularly by giant retailers.

That reappraisal by large retailers is particularly significant—for the very persuasive reason that, in some major industries, as much as 80% of the cooperative advertising dollar paid out by manufacturers is credited to a small group of giant retailers.

E. B. Weiss

■ It will be noted that we have used the two words "reappraisal" and "re-evaluation" to describe the current attitude toward cooperative advertising. These words were carefully chosen.

They were carefully chosen—

• 1—Because there is nothing resembling a *flight* from cooperative advertising by manufacturers.

• 2—Because there is nothing resembling a *strong resistance* to cooperative advertising offers by distributors and retailers.

• 3—Because while cooperative advertising may, within the next year or two, decline somewhat in total dollars, the total cooperative advertising investment will continue for the foreseeable future at, roughly, 15% to 20% of the total national advertising investment. As we have remarked, there is no *flight* away from cooperative advertising.

■ But there may be, currently, modest evidence of a *drift* away from cooperative advertising—in the food field, for example, a small handful of leading companies have recently either discontinued or curtailed cooperative advertising. This is enormously significant because cooperative advertising has been especially rampant through the food outlet.

But at the moment the most dramatic semantics that can be used in describing what is really a *subtle* change in the status of cooperative advertising is to say that:

• 1—*There is clearly evident a* **reappraisal** *of cooperative advertising by all concerned—this is a change of* **attitude** *of considerable magnitude. It could lead, in time, to substantial revision in cooperative advertising policies and practices.*

• 2—*There is clearly evident a* **hardening attitude** *toward cooperative advertising by manufacturers—and again this is most visible in the food industry. This, too, is a change of considerable magnitude. It, too, could touch off substantial revisions in cooperative advertising policies and practices.*

A determination of the fundamental trend with respect to cooperative advertising becomes particularly important when executives estimate the "take" of our 400 largest retailers in cooperative advertising allowances, because the lion's share of the total national co-op advertising dollar winds up in the till of our giant retailers. As we shall point out later in this study, in some industries as much as 80% of the cooperative advertising total is given to a small handful of large retailers. And it is these large retailers who tend either not to use the co-op dollar for advertising at all, or who take markups sometimes exceeding 100% on the local rates they pay, or who use cooperative advertising in ads that are almost completely devoid of selling.

It is not at all improbable that some 400 giant retailers will receive in 1959 a total of some $500,000,000 in cooperative advertising allowances. They may make a net profit of something like $50,000,000 on the advertising bills they render to their suppliers for cooperative advertising—and that net profit total could be double the figure we have cited.

It is facts such as these that lead us to conclude that the time is ripe for a *trend* study of cooperative advertising *in the light of these new and significant developments.*

We propose in this study to delineate:

• 1—What is behind the current reappraisal of cooperative advertising.

• 2—Why this reappraisal may ultimately bring about revisions in cooperative advertising policies and practices.

• 3—The forms these revisions may take.

In other words, this is not simply another study in the excellent series that have been made with respect to cooperative advertising theory.

This is a *trend* study—an analysis of the first straws spotted out in the market place and which imply new directions for cooperative advertising policy and practice.

Chapter 1
Some Straws Pointing to a Reappraisal of Co-op by Manufacturers

When examining the straws pointing to a mounting determination on the part of manufacturers to re-evaluate cooperative advertising policies and practices, one should not be misled by the brevity of the available evidence. The reasons for the paucity of evidence are simply explained:

• 1—Cooperative advertising offers are more easily started than discarded in a free competition society. You don't let go of a tiger's tail willy-nilly once you have got hold of it!

• 2—From the decision to reappraise co-op to a decision, if any, to take indicated action will, therefore, involve a considerable time factor for most manufacturers. A great deal is at stake. A wrong move can lose a lap to competition. Time is *not* of the essence—but *timing is.*

• 3—And even when a decision to move away from co-op has been formulated, it may not be announced for a considerable time while a new program planned to lessen the sting and to take its place has been shaped.

• 4—Moreover, when both decision and program are well set, caution suggests "exploratory" talks with top retail accounts. So here, again, time elapses.

So, for all these and other reasons, every announced decision on co-op may represent merely one of a score of decisions *pending.* This results in a paucity of concrete evidence—but to the seasoned observer the iceberg is of large dimensions even though the eye does not see the submerged seven-eighths.

And *under the surface,* there is definitely a seething taking place among manufacturers with respect to cooperative advertising policy and practices.

Signs of Ferment

A firm basis for a reappraisal of cooperative advertising among many manufacturers exists in the very fact that so many manufacturers look upon it as of dubious economic merit in today's vastly changed market. Thus, when *Tide* was still published, a survey it made brought out that 40% of those queried who were using co-op were thoroughly convinced it either had no value, or not enough value to be practically assessed. (Some 36% reported that their co-op allowances were being used for a variety of reasons totally unrelated to advertising!)

Competition may compel manufactur-

ers to move with exceeding caution even when a policy has clearly outlived its usefulness. But even competitive necessity cannot assure *perpetual* existence to a questionable policy—particularly when, as in this instance, marketing developments and the opening up of alternate procedures make the time ripe for a new evaluation.

■ Thus we find *Super Market News* reporting early in 1959: "A trend toward the *discontinuance or reduction* of cooperative advertising allowances, foreseen in some supermarket quarters when a few manufacturers dropped their co-op programs a few months ago, has grown in intensity. It was learned from a reliable source that *many of the largest users* of co-op at the moment are reviewing their whole program very seriously."

Bear in mind that this "straw" involves the *food* outlet—where the total in co-op dollars received probably exceeds that given to any other outlet and where, in number, more manufacturers give co-op than in any other industry. But bear in mind also that this is simply a "straw"—actual decisions to move away from co-op offered the food outlet are neither broad nor drastic. But that a reconsideration of co-op among suppliers to the food outlet is in an active stage cannot be doubted.

■ Its significance is all out of proportion to the number of manufacturers who have taken decisive action for the reasons already given, and for two additional reasons:

• **1**—Presumably here was a field where "it couldn't happen here." In the food outlet co-op is as common as food!

• **2**—The manufacturers who have taken steps away from co-op have been among the industry's leaders.

Some Specific Examples

So—always cognizant that we are examining straws—let's see what has happened with respect to co-op in the food industry:

• **A**—Two major meat packers—Armour and Swift—dropped co-op on their dog food lines. (It is pertinent to point out that the nation's leading canned dog food producer—Quaker Oats with its Ken-L-Ration—has not had a co-op ad program. And it is also pertinent to point out here that in almost *every* major product category in which co-op is prevalent, there is at least *one* major manufacturer who does not offer co-op; a situation that will be explored more fully in a later chapter.)

• **B**—Co-op was dropped on Lipton's tea.

• **C**—Glass Wax dropped co-op (and announced that the allowance will be replaced by network daytime tv programs. The company also declared that not only will it match in national advertising the sums formerly allotted to co-op, but that it would add an additional $250,000 to its tv budget).

• **D**—20 Mule Team Borax discontinued co-op.

• **E**—Two makers of wrapping materials reduced their co-op allowances. On Alcoa Wrap the allowance was dropped from an original 5% of net purchases to a per case allowance equivalent to 3%. On Reynolds Wrap a quite similar reduction was made. (At the time of writing, it was assumed that Kaiser would follow suit.)

• **F**—In at least some market areas, Kraft Foods has been dropping cooperative advertising.

• **G**—Ditto for Wesson Oil.

• **H**—Ditto for Kimberly-Clark.

• **I**—Birds Eye dropped co-op on its concentrates. (The Birds Eye action presumably was triggered by the depressed orange juice and lemonade markets and the resulting price squeeze. But the significant fact remains that a sacred cow was toppled.)

• **J**—Corn Products halved its allowance on both quart and gallon sizes of Mazola.

This is in no way a complete list of policy changes affecting co-op among the major suppliers to the food outlet. (And it does not include several companies that saw competitive opportunity in these moves to place additional emphasis on co-op!) However, while small in number, it is clear that these companies are giants in size; that they tend to be followed, because of their leadership, by other manufacturers. And, on balance, it is clear that never before in the history of modern food marketing has co-op been curtailed to this extent and under such powerful leadership.

■ That this is not merely theory is proved by the fact that the food supers have become sufficiently alarmed over this particular straw to hold meetings condemning, or complaining about, this reappraisal of co-op by a few of their suppliers; have passed resolutions on the subject, and have begun to draw up their own concepts involving the more effective use of the co-op allowance. Plainly, the food super is showing signs of running scared with respect to co-op!

At the time of writing it was also rumored that one of the major soap companies would drop co-op—or make important downward changes in its allowances. If this eventuates, it could trigger off another train of similar moves in the food field.

■ It is also interesting to note that another company selling through the food outlet reports that, while it favors co-op, it may drop its allowance on at least one product because a competitor had dropped its allowance and had lowered prices 20¢ a case. This has been reflected in a lower shelf price for the competing brand—a situation that obviously cannot be viewed with complacency by the company still offering co-op.

■ Turn now to the auto industry.

Some two years ago, co-op was dropped by the Big Three. The reasons were multiple. But those that involved extraneous matters such as excise taxes, dealer complaints, raised eyebrows at the U. S. Department of Justice and at the Federal Trade Commission—in total, these secondary factors were in no way persuasive in the final decision to cut loose from co-op. If auto co-op had involved a judicious investment of the millions of advertising dollars in this budget—the auto giants would have fought for their co-op policies and practices in the courts. They are no strangers in court! Their legal departments are not exactly puny!

Consequently, the decision to break away from co-op, even under the complex circumstances involved in this instance, seems to have been based principally on the conclusion that co-op had outlived its usefulness.

■ At the time this happened—in late 1956 and 1957—many wondered whether this reappraisal of co-op by the auto giants would lead to a similar reappraisal in other fields. There was considerable doubt expressed on this score—because of the extraneous issues involved in the auto situation. But once manufacturers in other fields concluded that the decision of the Big Three in autos was inspired *primarily* by poor returns from the co-op dollar, re-evaluation in other fields was inevitable.

Moreover, manufacturers in other industries noted that:

• **1**—At General Motors, official statements were issued to the effect that the elimination of the enormous bookkeeping detail involved in co-op, plus the better implementation of advertising strategy by concentrating tactics at the factory, had permitted a cut in total advertising costs without a reduction in selling impact.

• **2**—According to the Big Three, bitter wrangles with automobile dealers involving disbursement of co-op funds were at one stroke eliminated.

■ These benefits undoubtedly impressed a number of manufacturers in other industries. Of course, these manufacturers recognized that the auto marketing setup is unique; nonetheless, they would draw enough parallels involving their own co-op programs to dictate at least a reappraisal of their policies and practices.

Developments in the food and auto industries represent the major straws indicative of a new peak in the degree of reappraisal being given currently to co-op. But it is when one talks confidentially with top retail executives that the broad undercurrent of debate and inquiry on the subject really becomes evident.

For example:

• **1**—The general merchandising manager of a variety chain told us—confidentially—that at no previous time in his experience has he been consulted by so many suppliers of leadership status who are considering either overhauling or eliminating their co-op allowances.

• **2**—The operating head of an appliance chain reported that he had received no direct announcements of co-op allowance changes of major dimensions by any of the top makers of appliances. But in his contacts with the executive heads of several of these organizations he notes both a hardening attitude and an occasional remark that makes him conclude "something is in the wind."

• **3**—A top executive of one of the great department store chains reports that, in number, co-op contracts offered his store group exceed any previous figure. But he, too, notes subtle signs which suggest to him that some major resources are giving the co-op allowance a high-level unrestricted reappraisal such as it has never had before in his experience.

A Summing Up

Let me sum up the straws-in-the-wind situation this way:

I regularly talk with many retail executives. Over many years of such talks, I have never found so many retail executives so patently aware of a change of attitude on the part of some of their suppliers with respect to co-op.

They agree that the change is subtle; more conversational than actual. But behind that smoke they see fire. And they have about concluded that, *so far as major suppliers are concerned*, long-term strategy involves a retreat from co-op.

■ These retail executives conclude that a slowly growing number of major suppliers will either eliminate co-op or reduce the co-op percentage. While not precisely resigned to this development—they will, at the very least, fight a delaying action—they consider it to be inevitable.

However, they are equally convinced that this will not cut their total "take" from allowances *of all types*. In other words, they believe—and I more than suspect that they have adequate reason to believe—that elimination or curtailment of co-op will be balanced out by

---

The Creative Man's Corner . . .

Two Originals

These are so-called fashion ads. We don't like *all* fashion ads because, generally, they betray the weariness of trying too hard.

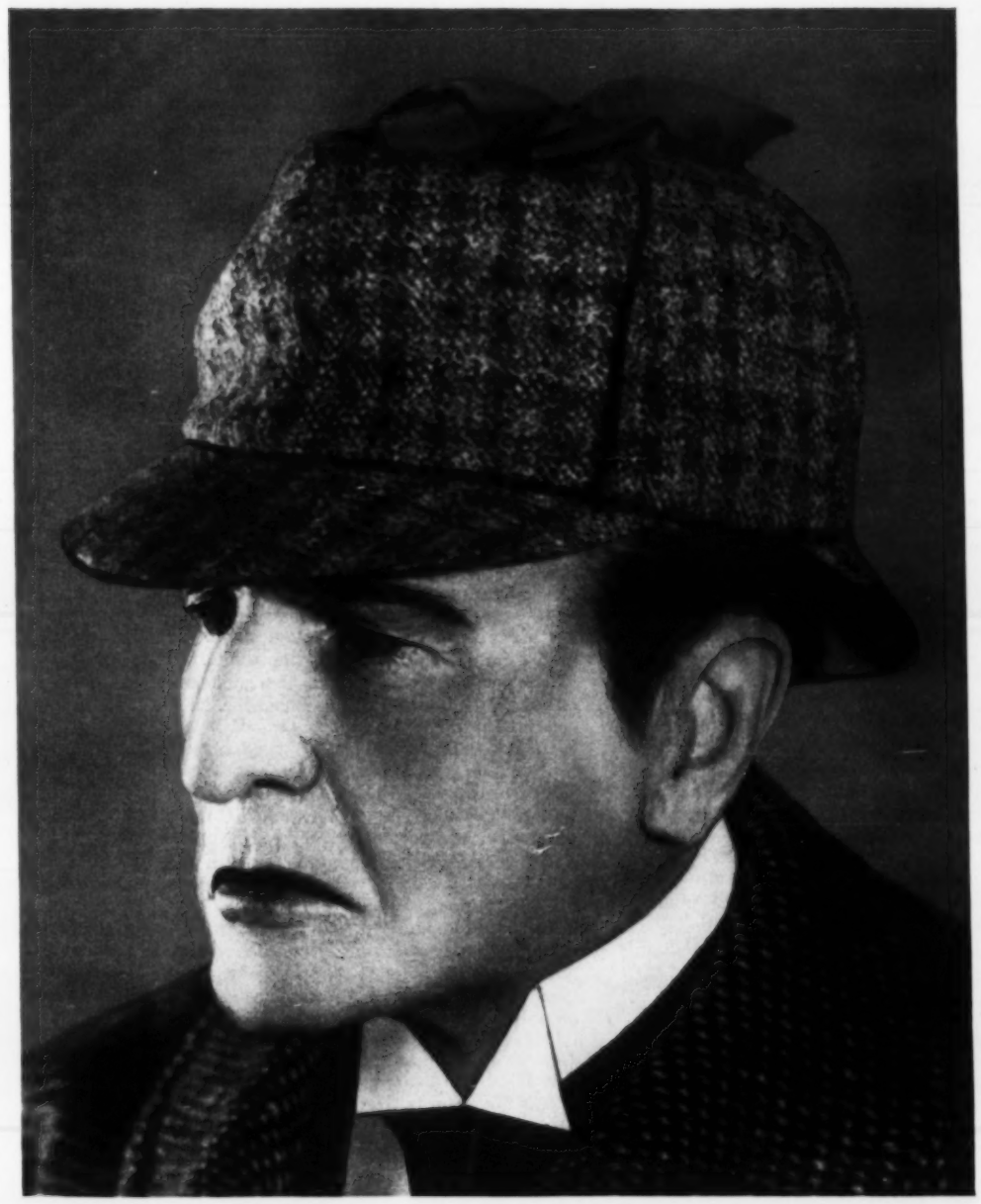
These two have a delightful never-been-seen-before quality that catches the eye and pins the interest. In full color they are even more attractive—and worth putting away for stimulation and inspiration when you, dear reader, are confronted with the problem of squeezing forth an original idea.

One of the tests of a really original idea, when you stop to think of it, is the difficulty of copying it. An idea can be *so* original and *so* startlingly different, that it cannot be copied without immediately betraying its source. We think these two ads are *that* original.

Ads like these, however, inspire—among those eager and hopeful to be so inspired—the urge to bash one's way down new trails, to come up with something just as new-born, just as unduplicable. This is the value of truly original advertising.

We could wish the copy were as inspired as the art treatment. Don't tell us this is asking too much. People who feel you can ask too much *never* produce outstanding advertising. #

The First-Time Look



William Gillette, the actor, brought Sherlock Holmes to life so vividly upon the stage that countless people still think of the great detective as a person who actually lived.

Mr. Gillette defined good acting as: "Giving the illusion of the thing being done for the first time."

He practiced what he preached. His 1500th performance of Sherlock Holmes was as fresh and real as it was on opening night.

We think advertising men ought to take Mr. Gillette's words to heart. For acting shares with advertising the need for spontaneity—to create an impression so vivid that people notice it, remember it and believe in it.

The toughest job that creative people have is to make the umpteenth advertisement in a series, or every commercial in a pool, look as if it had just stepped out of the bath, even though the theme remains the same.

When you are able to carry on the First-Time Look in advertising, you are likely to get a lot more First-Time Action in sales.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company The Maytag Company • Motorola, Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

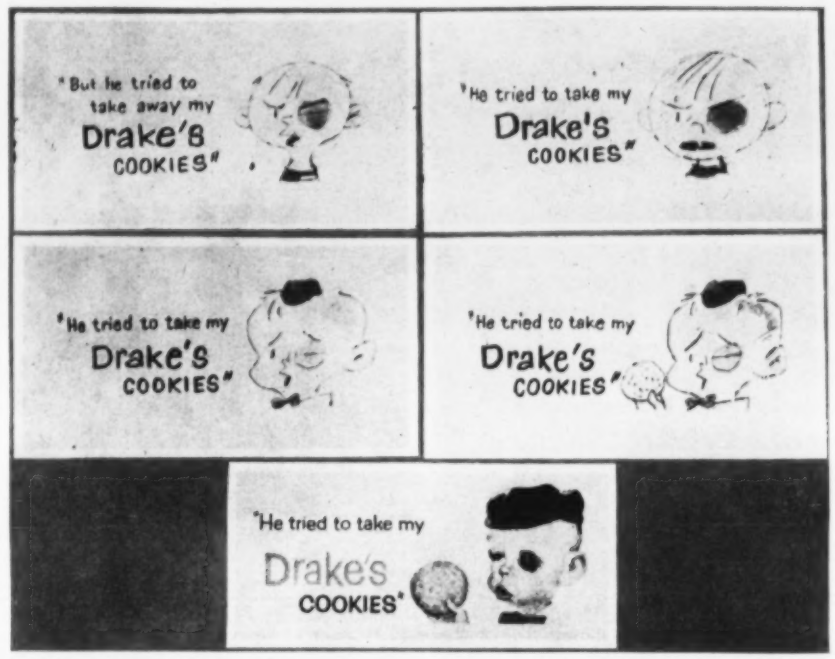
increases in other types of allowances, or by new types of allowances, or by new promotional concepts that will clearly result in more volume and a better net for the retailer.

■ Conversations with manufacturers tend to verify these assumptions. In brief, manufacturers are now taking at least the "discussion" attitude that co-op obviously is not earning its keep and that other forms of allowances—not labelled or related to advertising and therefore *not charged to the advertising budget*—warrant study. The "allowance" objective is an allowance that would not be a drain on the all-important need to create an ever-stronger brand identity, that would sit just as well with the trade, and that would bring the manufacturer a better return on dollar invested. They are also apparently thinking in terms of improved merchandising and promotional techniques—of lower shelf prices, of stepped-up national advertising astutely localized.

* * *

In the next chapter, we will delineate some of the circumstances that are prodding manufacturers to reappraise cooperative advertising policies and practices. #

Evolution of Prize-Winning Poster


"But he tried to take away my Drake's COOKIES"
"He tried to take my Drake's COOKIES"
"He tried to take my Drake's COOKIES"
"He tried to take my Drake's COOKIES"
"He tried to take my Drake's COOKIES"

HOW IT WAS DONE—*At the outdoor awards meeting at which a Drake cookie poster was given honors, Jack M. Anthony, associate art director of Young & Rubicam, showed the evolution of the poster in five stages. From upper left to bottom, they go like this: "The immediate criticism of the first rough is that the picture is too small and the copy line too long" . . . "We eliminate the 'but' and 'away' to get the idea across better and faster with copy on three lines. Now we achieve more impact in the picture and copy line, but the boy looks too tough" . . . "So we rough in a more refined youngster (lower left)—not a sissy—but one who'd fight for a principle" . . . "And with the addition of a sugar cookie we further improve the poster" . . . "Here (at bottom) is the final poster with the finished art and lettering. Artist Jack Welch did the painting."*

Agencies Ask Us . . .

Basic Principles of Advertising (Concluded)

By Kenneth Groesbeck
Advertising Agency Consultant

This is the second half of an answer to a friend in Kansas who thinks we need to do some brushing up on fundamental principles, before we get too deep into advanced procedures. "If you want to land fish, you've got to know how a fish thinks," I said, terminating the first half of this piece.

Kenneth Groesbeck

Understanding People

Let's go back to our lawyer, a fine example of a man shooting to convince a jury. As he leans confidentially over the rail of the jury box, what else can we learn from him? What is going on in his head, as he talks to these men and women whose convincing will win his case or lose it?

Apart from remembering his argument, he is constantly asking himself, "What is going on in these minds I am talking to? Are they really listening? Am I making any impression? Did that point register, or did it fail to penetrate?

"Are they liking me, or am I arousing antagonism? Am I stepping on any toes? Hurting anyone's feelings? Going counter to any religious or racial prejudices?

"What progress am I making in the slow process of convincing these people, in 'adverting' them to agree with my story?"

■ See how close his mental processes are to those of advertising. His problem is basically the same as that of the advertiser. He is trying to produce conviction. One important difference there is, however, between this close-up activity and the longer-range slower-acting behavior of advertising.

Remote Control

The lawyer has his audience at arm's length. He can see the light of interest or agreement in the eye, the lip-curl of contempt or disagreement, and modify his appeals accordingly.

In advertising, our jury is far away, in place, in time, in frame of mind. We launch our missile, but we too seldom see it land.

It's a wonder we make as many hits as we do! We shall make more hits, however, on this far-off audience, the more we know about the character and location of our targets, and the more we seek to check on the accuracy of our fire.

Far too much advertising is still shot blind, hoping for the best, with inadequate data for aiming, with little or no attempt to chalk up results.

The Art of Persuasion

It will help us if we are firmly grounded in the general psychology of persuasion. The successful trial lawyer is an expert in this field. We say of him, "He is a good judge of human nature." So must anyone be, who seeks to persuade human beings. Successful selling campaigns, be they legitimate or gigantic swindles, are invariably based on intimate knowledge of human nature.

Some people seem to be naturally possessed of this great gift. These are usually extroverts. They are the mixers. They "get along" with others. They are inherently equipped for persuasion. They become trial lawyers, salesmen, preachers, politicians, actors, advertising men and women. They move inevitably into the various communication fields working through persuasion to conviction. Their aim, always, is "agree with me."

What Is Advertising's Purpose?

We say, glibly enough, that the aim of advertising is the sale. This, however, is true only in some cases. There are, to be sure, forms of advertising such as mail order and direct mail, whose aim is to complete the sale. By far the greatest volume of advertising, however, aims at conviction only, the establishment of a favorable frame of mind, so that *when the demand and the supply source come together*, the sale results. This calls for a selling operation, a finalization of the process, as it were, based on making the goods available and easy to secure, with or without the aid of personal salesmen.

Advertising prepares the ground. It informs the consumer, convinces him or her that the product or service involved coincides with (fits with, meshes with) the product or service desirability image *already existing* in the mind we are reaching for.

The Product Image

This situation is true of the majority of products and services we use, and of general ideas, which we may entertain. For almost everything there is in our minds a picture, an image, concerning which we subconsciously feel: "This is what it should be."

My ideal automobile, for example, gets off faster than the car beside me, is comfortable to sit in and drive, looks modern and up-to-date, does me credit and reflects my success. Similar ideal images exist in my mind for practically every product or service which advertising talks to me about. You might almost say, "My mind is made up in advance. Let's see you change it."

Well, advertising will not be so tactless as to run counter to or attack my preconceptions. Rather, it will be thoroughly aware of them, and will seek my acceptance by moving along my individual lines of least resistance, perhaps with just the slightest deflection. This will be to call my attention to one product or service rather than another within this area of my liking.

In the case of new products or services, there are no such preconceptions to deal with. There are, however, relevant feelings and likes and dislikes belonging to previous products or services akin to this new one we are talking about. These generic attitudes and prejudices (how do I like to be amused, for example, how do I prefer to be fed) will be brought to bear by the mind as it considers the new offering.

When a Product Image Changes

The classic example of a changing product image, which may well mean ruin to an entire industry, is the cigaret.

Original Product Image: The cigaret, something I enjoy and which relaxes me; a companion of good fellowship; a pleasant and (if I smoke in moderation) harmless habit. Image modified only slightly with individual brand preference.

Development: Wide publicity given to the correlation between cigaret smoking and lung cancer.

Changed Image: The original as above, plus the fear that smoking may do me definite harm.

Sales Strategy Employed: "All right," says the industry, "we'll give you all the pleasure you had before, but we will take the fear out of it. Here's a cigaret with a filter to remove a large part of the harmful tars and nicotine which are blamed."

Result: After a temporary dip, the public now smokes more than ever, the newly developed and different product image having been met *by a change in the product itself.*

■ In the early days of advertising and selling, the cigaret manufacturers might well have made the mistake of trying to combat the fear of cancer from smoking, by spending large amounts of money on an educational campaign combating the fear, proving there was nothing to it, claiming that the whole hullabaloo was the work of the anti-smoking league, and so on. Modern merchandising is too smart to take on any job so hopeless. "When you can't lick 'em, jine 'em," says shrewd American thinking. That was what cigarets did when they introduced filters. It saved their bacon. #

Looking at Radio and Television . . .

Radio—a No-Commission Medium?

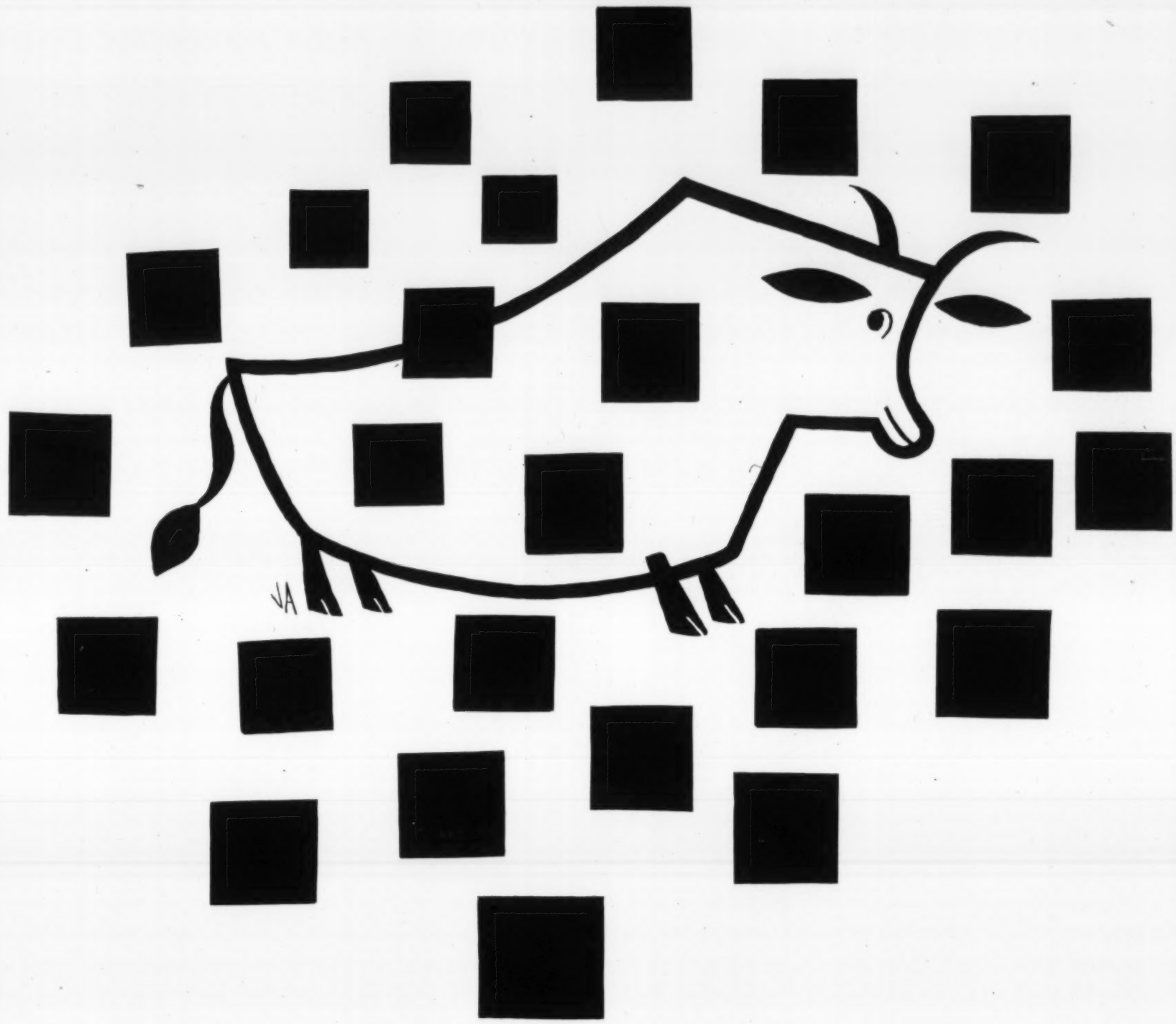
By the Eye and Ear Man

There is a growing concern on the part of time buyers over the irregular practices in radio that involve a local vs. a national rate.

Most buyers of spot radio follow an orderly business procedure and buy their schedules through a station representative in the New York or Chicago areas. The agency buyers know their business and are tough but fair.

Suddenly they find that stations are offering low rates—far out of proportion to the national rates—to regional and local representatives of large national advertisers. Naturally this makes the agency buyer, following an orderly procedure that is traditional and business-like, look as if he is doing a poor job for the advertiser. The complaint: what kind of agency is it that can buy radio at the lowest price?

■ The end result is to drive the buying function of spot radio out of the hands of the reps and into the jurisdiction of local managers or distributors of national brands. The end result may prove to be a Pyrrhic victory for the stations that indulge in this economic roulette.



If a quiz-master asked us how many bouillon cubes there are in a bull we wouldn't know, but we could answer any questions on fine photoengravings

Collins, Miller & Hutchings, Inc.

333 WEST LAKE STREET, CHICAGO 6

America's finest photoengravers for letterpress and gravure

For every sale the cut rate station makes it can count on the loss of other customers from the agency and the station rep. The most powerful representatives are doing everything they can to keep national customers from masquerading as local advertisers.

■ The advertiser usually finds that there is no such thing as a bargain. A station that will indulge in such questionable business practices as cut rate deals will be likely to cheat on such essential things as delivering as many spots or time segments as contracted for.

The by-passing of the agency may lead to an immediate sale and advertisers may think they have effected a major economy by saving 10% representative and 15% agency commission but they are also eliminating 25% of good servicing and judgment in the policing and placing of spots. This is a false economy by any standard.

■ Woe betide the radio stations as a whole when an agency makes an over-all media recommendation to the advertiser if radio is known as the "no-commission" medium. How long does a modern day radio manager think radio will stay on any list if this deplorable situation prevails? The first and easiest cut from any media list is radio. No one will miss it or ask where radio is.

The cut-rate, wheel and deal radio operator is a threat to the entire industry and requires immediate disciplining. The broadcasters need to cut the cancer from their ranks before the practice gets completely out of hand.

By all means, devise methods of revising rates or making attractive "packages" available to all advertisers. This critique of practices is not an appeal to keep prices up but merely an appeal to stick to good business practices and avoid making a new rate for each new situation and a new price that favors a new customer and penalizes the old.

■ Radio stations are forced to sell more aggressively on a local level in order to survive. It is inevitable that certain adjustments must take place that vary somewhat from the national card rate. It is only the gigantic differentials that bother the buyers. These stations will shortly find that they have assumed a large overhead locally to handle direct accounts at prices that will ultimately prove unprofitable. In the meantime, they may have turned their backs on healthy, established rates where after the deductions for agency and rep commissions they still netted more than on fly-by-night local dealing.

It is essential at a critical time like this to hold the line on prices and to conduct the business like a long range continuing business rather than a flea market shady operation. #

DRAWTHINKS

The COPYWRITER'S Art Course by Pinson

3 steps to easy copy casting

Problem: Write copy to fill the above areas

Here's how:

1. Measure the width of the copy block with a pica ruler. Count the number of lines of space you are to fill.

2. Use these figures as an average character count per pica,

8 pt: 3.2 characters per pica
10 pt: 2.8 " " "
12 pt: 2.3 " " "

3. Now multiply the average character count per pica by *width in picas*, using the specified point size. Measure margins with character count rule on your typewriter. Number of lines you type inside these margins should be the same as required in layout space.

Example: In *A*, above, six lines of 10 pt. are called for. The width is 13 picas. Multiply 2.8 characters per pica by 13 picas—36.4 characters per line, six lines.

This procedure will save you and your co-worker artists time and trouble. It is exact enough to require a minimum of easy-to-make changes.

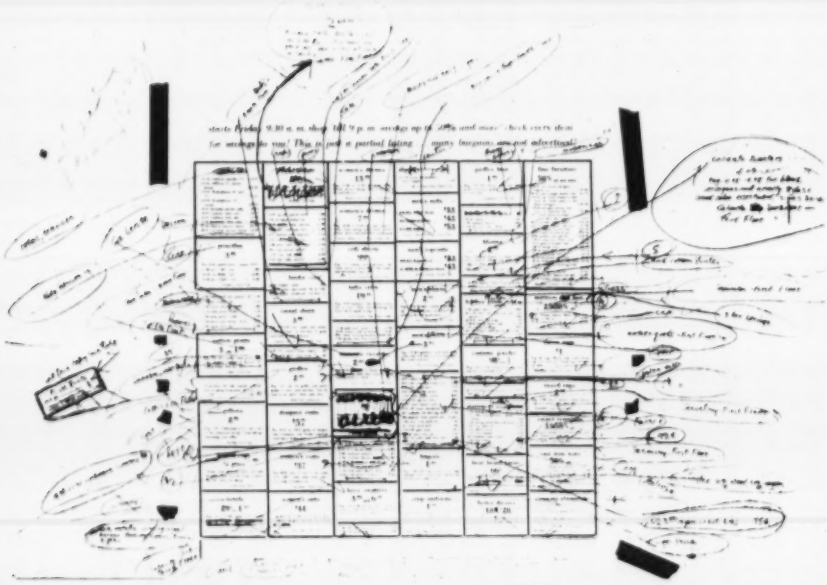
(Thank you, Jack Schuller, art director, Campbell-Ewald Co., Chicago, for this suggestion.)

Learning from the Retail Ads . . .

The 'Picky-Pecky Many Flea Bites' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)



One of the most inefficient and irrational operations in commerce or industry, is the typical department store's advertising operation. There are, of course, exceptions in some stores.

This is a reproduction of an actual proof from a very great and dominant store in its area. I am sure it is worse than many proofs. I am equally sure that almost any newspaper could show me proofs as bad.

There is no other store function in which would be tolerated the ridiculously wasteful and expensive "second guessing" evidenced here.

This is not all the fault of advertising people. Much of the responsibility is with the merchandise people.

■ Here, it should have been easy the *first time* to put "radios, television," over a listing instead of "radios, tv." We find "Caliente sweaters" replacing "women's sweaters." Surely they were Caliente sweaters when the type was first set. "Genuine nylon comforts" is being changed to "Dacron nylon comforts," which is probably wrong, and the next proof will see another change.

Many additions here are floor lines—department locations. Why doesn't policy call for them at the first setting?

"Girdles" is being changed to "light girdles." "Pillows" is being changed to "soft pillows." "Washable, colorfast" is being added in the copy on "cotton prints." After the buyer rendered the original copy, did they become "washable; colorfast?" "Men's shirts" is being changed to "men's dress shirts." All this sort of thing is juvenile—like children toying with blocks, this way and that.

But actually, the cost of moving lead in a locked up form, in a metropolitan composing room, is one of the most expensive things business people can indulge in, if it is done needlessly.

Why does it happen? Because stores don't understand advertising very well. This is literally true.

■ When stores don't understand advertising well—from top executives down, everyone has his own moonstruck ideas about it. And since each person's ideas are based on no sound standards or body of truth, they vary from day to day. Let enough people with enough varying and disparate ideas get into the act of influencing advertising, and you get juvenile creation and production—like this.

This kind of child's play in the expensive areas of composition makes rates higher than they need be. It makes store payroll higher than it should be. It diminishes pride and lowers morale. It vitiates sanity in management. It perverts talent. It uses valuable time foolishly. It wastes selling opportunity.

■ Some years ago I used to train store advertising departments. One day I awakened. A noted store head said to me at a social gathering: "Would you train our advertising people to do a better selling job? I hear that's your specialty."

I said very politely: "No sir. I wouldn't be interested at all. Not unless I could train you first, and teach you a few simple basic facts of life about advertising and selling. And then your buyers. Then, if we show the advertising people how to sell professionally it will do some good, and they will be permitted to use what they know." I find the same thing true in advertising agencies. If account executives don't really understand advertising and what makes it work, and of course, many of them don't, it doesn't do much good to have creative people know and attempt to use what research proves.

■ When everyone in a store who can influence advertising knows what an ad ought to do and what principles it should follow in order to do it, the copy is likely to be almost exactly "right" before it is ever set. Then there is little likelihood of unimportant and vapid changes.

Anyway, from that day to this, I have always started with top management and wound up with advertising people. The proof shown here is good testimony to the necessity of beginning with management. Only with management's push behind it, can this sort of ridiculous, but common, waste be eliminated by storewide understanding of the advertising function and its great unrealized potentials for profit making. #

LIFE households buy MORE AUTOMATIC WASHERS than the top two brands sell

Even the two biggest manufacturers don't sell enough automatic washers in a year to supply LIFE-reading households.

The 15,300,000 U.S. households that read an average issue of LIFE account for 42 cents out of every dollar spent on automatic washers. And over the course of six issues, this spending power builds to 74 cents out of every dollar spent on automatic washers.

It takes a big market of alert, enthusiastic, vital readers—eager to try whatever is new or better—to create a demand like this one. Yet, it is going to be even bigger in the booming Market of the 1960's. And so will be your opportunity for selling.

For growth is a fact of LIFE, too. In the last quarter of this year, LIFE's bonus to advertisers will be 400,000 over its present rate base of 6,000,000 copies a week. And next year—when automatic washers, soft drinks, cigarettes and so many other products will be selling at all-time highs—LIFE's circulation base will be at an all-time high, also —6,500,000 copies a week.

BIGNESS IS A FACT OF LIFE

From an Art Director's Viewpoint . . .

The New 'Togetherness'

By Andy Armstrong

Andy Armstrong

Many publications, rigging new bait for advertisers, have come up with crazy space offerings—such as two facing outside half-pages; the "bargain basement spread," two pages wide and half a page high; the "jig-saw spread," zigging on one page and zagging on the other; the three-quarter spread, slopping timidly across the gutter; the horizontal half-page, and other novelties.

The space salesman says you will dominate the page or spread and get a page or spread effect, yet save a lot of money.

Such shenanigans work out pretty well when the remaining space you did not buy but expect to dominate is filled with gray editorial text, as in word-story magazines. Your ad meets little competition from columns of unbroken type. And as everybody knows, or is about to, you might sometimes even pick up a bonus of more or less literate readers if you happen to share a page with part of a story by some big writer like Clarence Buddington Kelland or Eric Dullbugle.

But when you buy odd-ball space in a picture magazine the editorial artwork has a way of climbing right into bed with your own. If you are not smothered entirely, you are at least subject to one of two rub-offs—one pleasant, the other not, depending upon what the publisher did with the rest of the space.

■ Now this editorial bedfellow may cause Auto-Lite some trouble on two counts. pictures of automobiles get a different kind of rub-off, for there is another automobile upstairs—the editor's automobile—far more dramatic than the advertiser's. People are trying to get out of it at the bottom of a river.

Number one, the escape bit is continued to the following page: you want to hurry on to see if those people come out all right. Number two, even if you can restrain your curiosity and pause, at that moment, for a word from Auto-Lite, your subliminal feelings will not be very cheery, nor your mood receptive to comparatively minor problems like fouled sparkplugs.

Moral: when the man asks you to sign for that bargain space, ask him what goes into the other half. Like if you are selling meat balls, watch out he does not plan to feature a dead horse. #

Enjoyment Always!
WRIGLEY'S SPEARMINT Chewing Gum
WRIGLEY'S SPEARMINT CHEWING GUM
Delicious and good—
Wrigley's Spearmint Gum gives you real chewing satisfaction.
The lively chewing helps you keep alert and the fresh, long-lasting flavor tastes good at any time.
That's another reason more people buy Wrigley's Spearmint than any other brand of chewing gum.

■ Wrigley gets a pleasant rub-off, downstairs from the editor's picture of gals in bikinis. Eye-filling for the gents and fashion-newsworthy for the ladies—and fun, fun for everyone. Wrigley's gum, a fun product, profits greatly.

Auto-Lite's sparkplug does less well. Its

What They Were Saying 25 Years Ago . . .

President Franklin D. Roosevelt in a message to the annual convention of the Advertising Federation of America (AA, June 23, 1934):

"In spreading the doctrine of the necessity of advertising, which your profession has so thoroughly sold the American public, you can help also to establish in the minds of people the importance of advertising the functions and operations of the various branches of government. If ever one thing needed advertising publicity, it is government—national, state, county and city . . . There are few groups which can accept and fulfill the responsibility of properly educating the public as well as the advertising fraternity."

Bruce Barton, chairman of the board of Batten, Barton, Durstine & Osborn, addressing 2,500 college graduates at a "choosing-a-career" conference in Newark, N. J. (AA, June 30, 1934):

"Generally speaking, we would rather employ a young man or woman who has been a first class reporter, or has worked two or three years in selling goods, than a boy or girl who has spent the same time in [classroom work in] writing advertisements or learning the specialized vocabulary of our business.

"All businesses are simple. Their technique and language can be acquired in a reasonably short time. But knowledge of people and how to influence them; judgment, initiative, ingenuity and resourcefulness, and the capacity to stand the gaff are rare qualities and correspondingly valuable." #

Salesense in Advertising . . .

Don't Underrate Frequency of Insertion

By James D. Woolf
Creative Consultant

Before me is a letter from an advertiser asking me when and in what circumstances large and dominant space is indicated. "The trend today," he writes, "seems to be very much in the direction of big space—full pages, bleed pages, double-page spreads, and single and double gatefolds. My appropriation is only $200,000, and I am wondering whether to shoot the works in a few large units of space, or to schedule small units and thus have greater frequency of insertion."

James D. Woolf

There is no pat answer as to when and under what circumstances dominant space is indicated. But, as a general rule, I believe it is *not* indicated when it means a *complete* sacrifice of frequency of insertion, especially when the product is one that is bought day in and day out by nearly everybody.

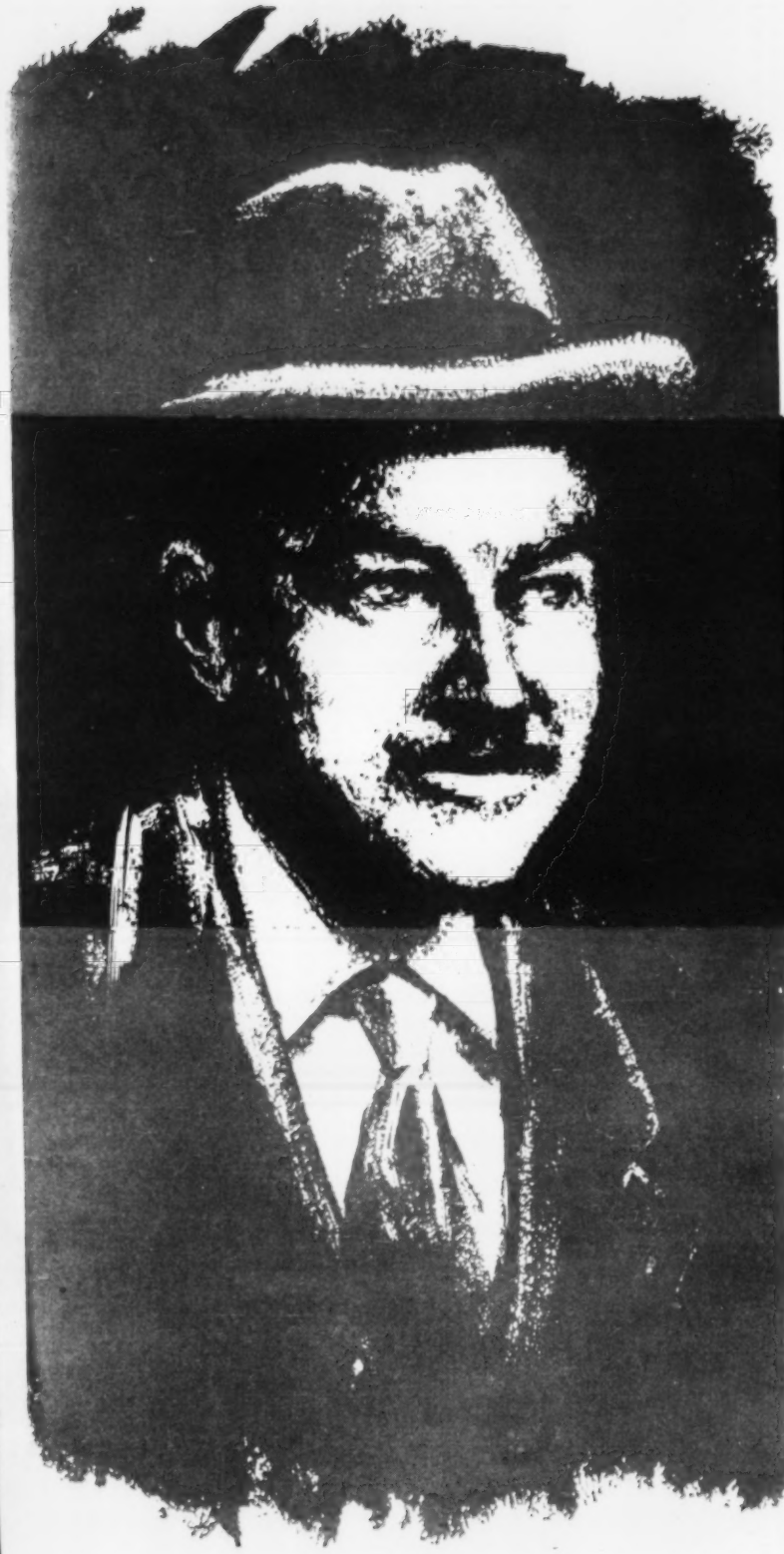
Frequency of insertion—continuous, unremitting—is one of the great cardinal rules of successful advertising. I agree with Merrill DeVoe in "Effective Advertising Copy"—The Macmillan Co.—when he says, "Few advertisers have explored all the angles of the problem of 'continuity.' Much of the value of advertising is lost unless plans are made to achieve a continuity of psychological impression in the minds of the advertiser's prospects. To have an accumulating awareness, knowledge, or understanding of the product or proposition, they must see the advertiser's message frequently and they must be able to connect up in their minds the parts of the message that they see over a period of time."

■ Let no man despair whose limited appropriation permits only small units of space. With considerable frequency of insertion it is entirely possible for him to achieve very substantial consumer awareness of his product. Shown here are ads of several products that have done very well with consistent continuity of insertion.

Psychologists Lucas and Britt, "Advertising Psychology and Research," by Darrell Blaine Lucas, Ph.D., and Steuart Henderson Britt, Ph.D. (McGraw-Hill), in reporting the results of many experiments on memory, say this: "Repetition reinforces and strengthens the impressions made on the audience. Each time an idea is repeated, the impression becomes stronger. Each time an impression is reestablished, it tends to last longer."

Lucas and Britt also emphasize the importance of what they call *recency*. The more recent the advertising impact, studies show, the more likely it is that the brand will be remembered at the point of sale. Scientific investigation proves that 25 out of every 100 people forget impressions within a single day, and that over half forget within 48 hours! #

Dirtiest Ovens Sparkle Like New
this quick EASY-OFF way
End oven-cleaning drudgery! No more scraping and scouring. EASY-OFF Oven Cleaner cuts black, encrusted grease like magic. Simply apply . . . let set . . . wipe off.
"Wow!... Lea & Perrins is worth a penny or two more"
the lively flavored Worcestershire that all men go for . . . and never has been equalled!
FREE: 64 PAGE COOK BOOK
LEA & PERRINS
Great for meat
Adolph's
Meat Tenderizer
Away Go Corns!
Quickest Relief... Fastest Removal Ever!
Dr Scholl's Zino-pads
HOT, TENDER FEET?
Dr Scholl's Zitis
. . . and a clean oven is better, roasts better, makes you a better cook!
FREE BRUSH ATTACHED
No steel wool!
No ammonia!
No razor blades!
Let EASY-OFF do the work!
HEARTIER FLAVOR
for hamburger or steak
HAMBURGER GOURMET
Herb-Ox
INSTANT BOUILLON AND SEASONING



Master of many talents

this is George Murray

Chicago American columnist . . . an urbane gentleman of wide interests and enormous vitality . . . distinguished by a capacity for clear thinking and incisive writing on a spectrum of subjects ranging from Ozark coon hunts to the conduct of America's foreign policy abroad.

George Murray joined the staff of a predecessor to The Chicago American, as a cub reporter, at age 23 . . . in the depression year of 1933. Away during war and postwar years, he returned half a decade ago with the thrice-weekly column which has since become a reading habit in 500,000 Chicago homes.

George Murray is first and foremost a reporter . . . but a reporter with a viewpoint. His philosophy (the inevitable triumph of the individual in conflict with mass-man) is a rich tapestry woven of such diverse threads as:

a dogged walk of 2,000 miles from St. Louis to the briefly booming gold fields of Nevada . . . only such an Herculean effort could give him back the use of a limb seemingly, at 17, crippled for life; a muleback exploration of uncharted Central American jungles in a successful search . . . documented by stories and photos . . . for a Mayan tribe, "lost" since the time of the Conquistadores; a five-year tour of duty as a diplomat representing the U. S. government "vis a vis" the Soviet Red Army in occupied Austria.

George Murray considers himself a lifelong, dedicated newspaperman . . . seeing his other works as temporary interruptions of this profession. Among such interruptions he lists his work as author, biographer and playwright, (the brothers Shubert produced two of his comedies on Broadway); historian, (multi-volumed history of the U. S. military occupation of Austria won him a military citation and is part of the library of the National War College); and rancher, (500 acre horse and Hereford spread in his native Missouri Ozarks).

George Murray's lust for life in all its facets . . . expressed also in skiing, sailing, shooting and sports car driving . . . is the vital force which shines through his every column, making this one of the most widely read features on the Chicago scene. This is a man who is constantly "doing" . . . sometimes in a homberg, often in shirt sleeves. This is George Murray of The Chicago American.

THE CHICAGO AMERICAN

CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE INC.

Rundell Joins Texas Consumer

Dan Rundell has been elected vp in charge of advertising and public relations of Texas Consumer Finance Corp. Mr. Rundell was formerly, an account executive for Evans & Associates, Fort Worth agency.

ANSWER AMERICA
ANSWERS YOUR TELEPHONE
24 HOURS EVERY DAY
Offices everywhere — Act as branch offices — Receive Mail — Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call Information or write
ANSWER AMERICA, INC.
55 East Washington Street, Chicago 2, Ill.

Frohlich Likes Its IBM Setup for Controlling Agency Costs, Figuring Client Profitability

NEW YORK, June 2—Automation and advertising, a combination generally considered as insoluble as oil and water, can be as happy a blend for admen as—say—gin and vermouth.

At least that's the conclusion you get from talking with L. W. (Bill) Frohlich, a slim, suave European, head of L. W. Frohlich & Co., an agency billing about $15,000,000.

Mr. Frohlich, like most agency presidents, is concerned with rising costs and falling profits common in agency operations today. So nearly a year ago, in August, he decided to do something about it. He hired Service Bureau Corp., a subsidiary of International Business Machines Corp., to keep tabs on how much time and money his agency spent on various clients and projects.

Today he is furnished monthly time and cost reports worked out via punch cards and complicated IBM data processing machines. Briefly, these reports cover (1) client profitability, (2) a breakdown of expenses by client, job, department and employe, (3) agency costs by client and department and (4) reports indicating department efficiency.

■ While the idea of punch cards and IBM "mechanical brains" might evoke images of an Orwellian "Big Brother" or the ghost of Frederick Taylor prowling in and out of agency cubicles, Mr. Frohlich believes the time-cost system has actually given a boost to creative efforts in his shop.

"For years the agency business has been faced with problems of cost accounting, better ways to measure performance. I'm not an accountant, and I don't think the agency business can be run by accountants—although some [agencies] are," he said.

"In a manufacturing business, for example, you start with raw materials. Each step can be measured, and costs can be checked—production, distribution and all that. The manufacturer can check the performance of the worker by what is produced," he said.

■ "Not so with the creative business. If you make any effort to time creative people—force them to work within certain time limits—you kill your creativity. I've got no desire to inhibit creative people or inhibit creative activities.

■ "You have to permit a great deal of freedom. You have to create an atmosphere, surroundings for creative activity," he said. "What influences creativity? Well, there's weather—have you ever seen mental patients just before an electrical storm? And when you're turned down by a country club, when you have a fight with your wife, all these things have direct bearing on creative people.

"But how do you keep track of creative performance? If a creative man comes in and says, 'I did nothing today,' a good creative company should accept this," he said.

■ "Now, you send a man on a two-week training course, you have people spend days, even weeks in preparation and on library work. All of these things lead to tremendous amounts of 'wastes,' and I mean that word in quotes.

"Now take clients, many of whom have an 'image' of ad agencies that adds up to high earnings, fancy business and a lot of pretense.

■ "With our system—and please make it clear that we have not turned our agency into a branch office of IBM—we combine freedom with factual knowledge—freedom for creativity, and knowledge about our performance.

"With this system, we are able to be very factual on the time we put into every account. We are able to say to the client, 'We have put in a great deal of time on your work.' And we can say this without having to scramble around for proof.

"Also, we know how much time we don't put into an account, and that is important, too. And while we did not start this system to prove to ourselves how profitable our business is, we can also determine whether or not an account or a job is profitable, or whether we're losing money on it.

■ "Then there is the question of charges. Once an agency moves beyond the $1,000,000 mark, it has to develop a system for charges. This is always a touchy area; there is always the human element.

"With our system, we have accurate information on our business in terms of accurate preparatory, creative and production time. We can evaluate our services and the various work of our people and develop an honest way to charge the client," he said.

■ The mechanics of the Frohlich system are comparable to a log, or daily time record. A copywriter, for instance, submits a weekly report to his department head, showing hours spent on various assigned and unassigned projects.

These reports are turned over to Service Bureau Corp., which in turn flashes them through a punch card and computer system and returns them to the agency.

A similar system is now being used by Ogilvy, Benson & Mather, which signed up with SBC in March.

And, according to Mr. Frohlich, there have been no "revolutions" at his shop since the system was started.

"Nobody has been discharged because of this system," he said. "We have used it wisely and have tried to superimpose the human element on those IBM machines."

■ More than 80 agencies are expected to attend a seminar June 4 to hear details of Service Bureau Corp.'s time-cost control system for agencies. #

"Where Mid-America Lives and Buys..."

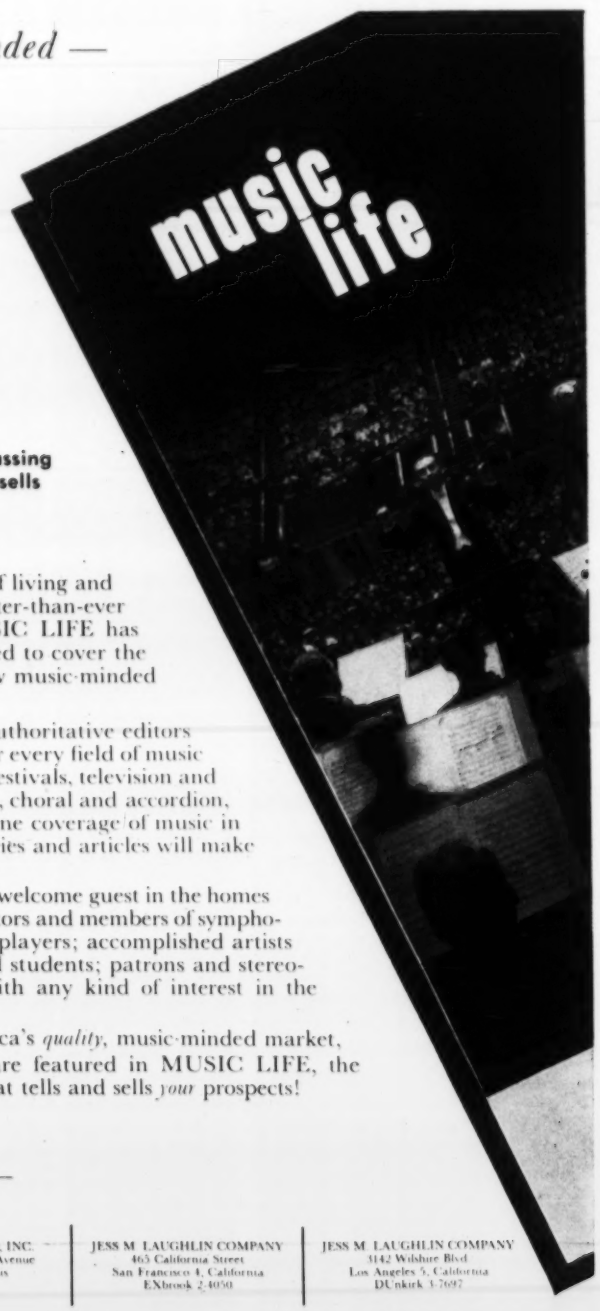
NOW AMERICA'S 55TH METROPOLITAN MARKET!

*COMBINED METROPOLITAN AREAS, SPRINGFIELD-DECATUR-CHAMPAIGN-URBANA, SERVED GRADE "A" TV ONLY BY WICS AND WCHU. NBC-TV AVAILABILITIES: YOUNG TELEVISION.

To sell the music minded —

reserve space now...

. . . in the all-new, all encompassing music magazine that tells and sells your prospects!



America's ever-increasing standard of living and education has brought with it a greater-than-ever interest in music of all kinds. MUSIC LIFE has been specifically planned and created to cover the interests and desires of this vast, new music-minded market.

Through a distinguished group of authoritative editors and writers, MUSIC LIFE will cover every field of music — musical theatre, movie musicals, festivals, television and radio, operas, symphonies and bands, choral and accordion, hi-fi and stereo, and even on-the-scene coverage of music in Europe. Warm, human pictures, stories and articles will make MUSIC LIFE a favored medium.

Each month MUSIC LIFE will be a welcome guest in the homes of America's music-minded—conductors and members of symphonies, choruses, bands and chamber players; accomplished artists and musical hobbyists; teachers and students; patrons and stereo-stay-at-homes; in fact every one with any kind of interest in the exciting world of music.

To reach at the very heart of America's *quality*, music-minded market, make certain that your products are featured in MUSIC LIFE, the sparkling, all-new music monthly that tells and sells *your* prospects!

music life *Represented by —*

TYLER SANGSTON COMPANY
342 Madison Avenue
New York 17, N.Y.
MUrray Hill 2-1433

HARLEY L. WARD, INC.
360 North Michigan Avenue
Chicago 1, Illinois
CE 6-6269

JESS M. LAUGHLIN COMPANY
465 California Street
San Francisco 4, California
EXbrook 2-4050

JESS M. LAUGHLIN COMPANY
3142 Wilshire Blvd
Los Angeles 5, California
DUnkirk 3-7697

Thailand Ban on Chinese Wares Opens Market

Japan Goods Seen with Edge, but There's Room for High Quality Items

BANGKOK, June 2—Big changes are taking place in marketing and merchandising in Thailand, with emphasis shifting from the old system of trade and barter to modern, streamlined methods.

"Tea money," better known to westerners as the kickback, is no longer the honored practice it has been for centuries. Slowly, but surely, it is dying.

John Loder, assistant manager of the Grant Advertising office here, says that there is increased activity among all the agency's clients, reflecting the optimism of recent months as new prime minister, Field Marshal Sarit Thanarat, got the government going again with a new constitution, and declared his policy on foreign investment.

The government has been actively encouraging the setting up of factories here, especially for such essentials as drugs and pharmaceuticals.

■ One new product, already reflecting this trend, is Lever's Omo detergent, with a special new formula designed for this country, where the only time you get running hot water is in the afternoon when the sun has done its work.

The new Omo, which is being vigorously promoted, is for cold water washing, but it will face tough competition from Tide, Fab and Super Suds, all of which are popular with Thais, who respond to modern products and are rapidly becoming brand conscious.

There is also the trade vacuum caused by the ban on all goods from Red China.

It is expected that Japanese goods, for the most part, will take the place of the Chinese products. Nevertheless there is still plenty of room, especially for quality products.

■ Grant has acquired the account of Omega watches, and a big campaign is using all available media—newspapers, magazines, radio and tv.

That Omega thinks it's worthwhile to push its watches here, where street after downtown street has shops full of low-price Japanese and German clocks and watches, is significant.

The government's program to raise the standard of living, and especially to give people a higher cash income, is taken seriously by this marketer.

Grant, like Cathay Advertising, the only other big agency here, has expanded both the Thai and western portions of its staff, reflecting the boom in advertising.

The *Bangkok World*, an English-language newspaper edited by an American, Darrell Berrigan, has changed over from handset to Monotype. In fact, handsetting, the regular system here, is disappearing as media, benefiting by the higher standards prevailing, are buying typesetting machines.

■ More and more people, says Mr. Loder, are accepting the system of agency discounts, at last understanding the principle behind the system. #

Look to General Outdoor for Hi-Fidelity
REPRODUCTION

General Outdoor's creative experts are leaders in the exacting art of faithful reproduction.

For instance, this Sara Lee outdoor display, another GOA innovation, took months of painstaking work in GOA's giant studio. Being a food product, the illustration had to be realistic – look good enough to eat. With astonishing craftsmanship and imagination, a giant transparency was created – all the painting being done on the *reverse* side of a huge pane of plate glass. At night, back lighting gives the illustration visual impact through an extra dimension and a high degree of visibility. This display is just one example of the kind of work available in General Outdoor plants.

Erich Leps
Born in Tallinn, Estonia. Studied at the School of Applied Art, the Pallas Academy of Fine Arts. His pictures have been seen in exhibitions, reprinted in art magazines, and purchased for both private collections and art museums. Mr. Leps came to the United States and was self employed as a portrait painter and art teacher. Mr. Leps has been with GOA for three years.

John Svaniga
Born in Buehlovice, Czechoslovakia. In Vienna he studied scenic painting, interior decorating, portrait painting and church mural painting. In 1913, Mr. Svaniga came to Chicago and for 10 years was a GOA pictorial painter. Leaving GOA, he became a free lance commercial artist doing water colors for lithography. In 1954, he again joined GOA to become a pictorial painter for the cutout rotary.

Joseph Tomanek
Born in Straznice, Czechoslovakia. At the age of 22, he moved to Chicago and studied at the Art Institute, spending a year in Europe on a traveling scholarship from the Art Institute. Returning to Chicago, he joined the Thomas Cusack Company as a pictorial painter. Leaving Cusack, he spent 25 years painting large church murals. In 1953, he joined GOA.

Luigi Sampieri
Born in Comis, Sicily. His father was an artist and interior decorator. In this environment, Luigi developed a proficiency as an interior decorator, scenic painter and portrait painter. He has held a number of exhibitions of his work both in landscape and portrait. He joined the Vepaco Outdoor Company in Caracas, Venezuela, as a pictorial painter before coming to Chicago and joining the pictorial group of GOA.

Sergio Delgado
Born in Monterrey, Mexico. Mr. Delgado studied at the St. Carlos Academy of Fine Arts in Mexico City. He entered the commercial field of art, painting displays for motion picture theatres – mainly Metro and 20th Century Fox – using the air brush technique. Later, he moved to GOA Chicago and entered the school for pictorial painters. His work is known for its "spirit," and pure, fresh color.

David Friedman
Born in Mahrisch-Ostrau, Austria. Mr. Friedman studied at the Academy of Fine Arts, Berlin. He has had many exhibitions of his work and has painted portraits of many famous people. In 1947, he moved to Israel and became a pictorial painter in a sign shop there. Later he came to GOA Chicago and entered the training school for pictorial painters. He is now with GOA in St. Louis.

How General Outdoor Makes Selling a Fine Art

GOA, knowing the importance of faithful reproduction in handling illustrations –especially food illustrations–imports European-trained mural and fresco artists. Under these old masters, trainees work to develop new ways of dramatizing product presentation – employing new materials and fresh applications of the old.

GOA

Covers 1700 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

WORKING COWBOY—*Levi Strauss & Co., San Francisco, is using a 100 showing in more than 200 markets in the Midwest and West this summer with this poster emphasizing the work value of its overalls. Honig-Cooper, Harrington & Miner, San Francisco, is the agency.*

North Carolina Kills Bill to Extend Ban on Liquor Advertising

RALEIGH, N. C., June 2—A bill to extend a state ban on alcoholic beverage advertising to television, newspapers, magazines and periodicals was killed in the North Carolina legislature May 28.

The measure, opposed by the North Carolina Press Assn. and other groups, died when it was given an unfavorable report by the house judiciary committee.

It was offered by Reps. Sneed High, of Cumberland, and Harry Horton, of Chatham, who said since the existing law already prohibits liquor ads on outdoor posters and radio they wanted to "equalize" the situation by banning them in all media.

Opponents to the bill contended that since the legislature has legalized liquor it should permit it to be advertised, and said if it banned such ads it later might be asked to ban advertising of tobacco, cosmetics and other products. It also was pointed out that the law would have no effect on national radio and television programs, or on the distribution in the state of national publications carrying liquor ads. #

MD Napkin Promotion Offers Melmac China as Premium

Pacific Coast Paper Mills' sales campaign for MD brand napkins is offering Melmac dinnerware as a premium. Dinnerware with a retail value of $4.95 is offered for $2 plus two MD napkin labels. The promotion broke in late May in seven cities in Washington and Oregon with 1,000-line two-color newspaper ads. Ads will be repeated in late June. The promotion for MD products, which include facial and toilet tissues, is the heaviest so far this year. Miller, Mackay, Hoeck & Hartung is the agency.

Randall Elected President

Nelson Randall, advertising manager of Toledo Edison Co., was elected president of the Advertising Club of Toledo. Other officers are Lynn F. Adolph, director of public relations of Blue Cross, 1st vp; and Richard J. Zimmerman, advertising account manager of A. P. Parks Corp., 2nd vp.

Pennway Names Marc Agency

Pennway Television Corp., Pittsburgh, tv service policy and repair organization, has appointed Marc & Co., Pittsburgh, to handle its advertising. Lando Advertising, Pittsburgh, was the previous agency of Pennway, although the company has been without an agency for some months.

Zlowe Names Shaffer, Adds 1

Zlowe Co., New York, has appointed Henry Shaffer, formerly with Herbert W. Frank Agency, an account supervisor. Zlowe also has been named to handle advertising for Formulette Co., New York, maker of packaged nursing equipment for babies.

Nelson Joins Arthur Mogge

Jack Nelson has been appointed creative director in the Miami office of Arthur R. Mogge Inc. Prior to joining Mogge, Mr. Nelson was public relations director of Grant Advertising, Miami.

ORLON
REG. U.S. PAT. OFF.
and
DACRON
REG. U.S. PAT. OFF.
are
trademarks,
too!

As his peaked, feathered cap identifies Robin Hood, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

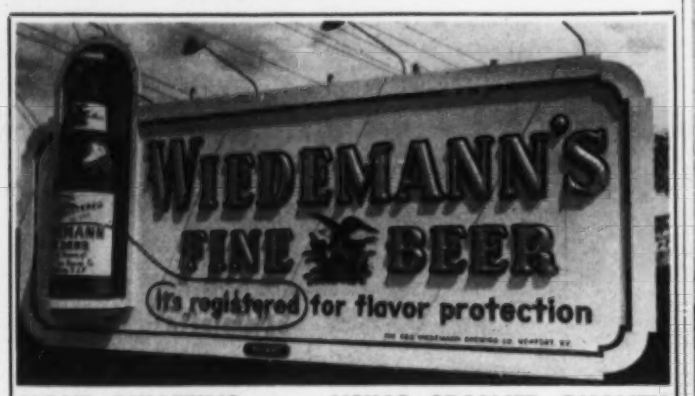
For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Dept., Section AA, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

**When using these trademarks, always remember to: Distinguish "Orlon" and "Dacron"*—Capitalize, use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. *Describe them*—Use the phrase *"Orlon" acrylic fiber* (or *"Dacron" polyester fiber*) at least once in any text. *Designate them*—In a footnote or otherwise designate "Orlon" as Du Pont's registered trademark for its acrylic fiber and "Dacron" as Du Pont's registered trademark for its polyester fiber.



YOUR BULLETINS . . . USING SPANJER QUALITY RAISED WOOD LETTERS . . . COMMAND ATTENTION

Your message in Spanjer raised wood letters "stands out" . . . commands the eyes and attention of all who pass!

Sold only by outstanding sign firms in your area

SPANJER BROS.

1160 N. Howe St., Chicago 10, Ill. • Halsey Road, Parsippany, N. J.

Lerner Shoppelry Huntington Forrester Mitchell

DOFFI—*Lining up in order to hang their hats in new jobs at the Los Angeles office of Donahue & Coe, Los Angeles, are Harold Lerner, assistant account exec; Dick Shoppelry, copywriter; Robert Huntington, merchandising exec; Joseph Forrester and Ed Mitchell, art directors.*

ATTENTION

ADVERTISERS AGENCIES

you owe it to yourself to become informed about Triangle's New and Unusual Rotary Plan!

triangle's new rotary plan

"It's Different"

learn the details on how Triangle can produce an abundant harvest of profits for clients in the fertile fields of **chicagoland's suburbia**

It will be worth your while to get the whole remarkable and fascinating Triangle story.

Our newly conceived Rotary Plan will intrigue you!
write - wire - phone for a personal presentation

"It's Important" To You

Triangle Outdoor

448 NORTH ORLEANS STREET—CHICAGO 10, ILLINOIS—TELEPHONE: SUperior 7-3505

TV Nets Find Few Summer Sales as Advertisers Estivate in Re-runville

(*Continued from Page 2*)

that a plan might be put together for a summer run on "Ellery Queen," "Cimarron City" and repeats of "Suspicion," all hour shows, if any summer money were available. The question of price never came up, since there were no interested clients in the BBDO stable.

Sources at NBC confirm that there are program price adjustments that can be made on some unsold summer periods, but the amount of saving probably depends on such factors as shows bought and the size of the budget to be spent. NBC executives repeatedly have denied that they have plans to sell minute participations on any of their summer shows. Some affiliates have been fearful of this kind of business competition from the network; as always they are worried about network encroachment on spot budgets.

■ From the programming point of view, summertime looks like a tv stepchild. One word—repeats—tells most of the story.

Advertisers buy film series on a basis of 39 originals and 13 reruns to save money on talent-production costs and to cut the cost per thousand at a time when much of their audience gives up tv for fresh air and outdoor entertainment.

Sometimes sponsors economize even further by throwing in a few re-runs during the regular season. Film repeats also frequently get the nod (1) as a cheap and safe vacation replacement for a live show or (2) as an easy fill-in between the end of a deposed regular series and the fall start of its regular season replacement.

Ideally, summer should be just the time to test far-out programming ideas and promising fresh performers. With less severe rating competition, newcomers should have a chance to catch on with the public and pick up enough following to hold their own in the fall. That is the theory advanced by some of tv's critics. But in recent years there hasn't been much chance to see if the theory is a practical one. Very few advertisers try it.

■ It doesn't take the fingers on two hands to count the new shows that are booked this summer on the 80-show nighttime weekly three-network log. To come up with about ten, the word new must be treated very loosely. For example, the "new" musical variety show that fills Perry Como's old Saturday spot sounds like the Como show without Como.

■ There is one first-time-in-the-U.S. bigtime tv entry. Dave King, a British comedian, is presiding over the Wednesday "Kraft Music Hall" (NBC) during June, July and August. Mr. Como moves into that spot in the fall, but should Mr. King become a resounding hit before the networks get their time periods all locked up for fall, he could presumably muscle his way into the schedule.

Besides the hordes of repeats and the handful of newcomers, there are several hardy perennials that try to maintain a steady pace in programming and production the year around. Among those who forego vacations are Ed Sullivan, who will be working for Colgate and Kodak in the fall; Lawrence Welk, a year 'round salesman for Dodge; the U. S. Steel dramas and Lorillard's and Pharmaceuticals "Arthur Murray Party," which made the regular lineup after a long run as a summer sub.

An Arthur Murray sponsor of previous years, 5 Day Deodorant Labs, maker of 5 Day deodorant pads, is in for its usual warm weather campaign. This company will co-sponsor ABC's "Leave It to Beaver" starting July 2.

An occasional special will be coming along to enliven warm weather tv viewing. This week U.S. Brewers Foundation made its network tv bow with an hour ice spec, "Summer on Ice" (NBC). This was followed a day later by a Texaco spectacular, starring Burl Ives in an hour of music, on CBS. AMF Pinspotters, a division of American Machine & Foundry Co., will present "The Record Years," an hour musical special, headlining Dick Clark, June 28 at 9:30 p.m., EST, on ABC. #

Adwomen Reelect Miller

Sunne Miller, of radio station WTOD, has been re-elected president of the Women's Advertising Club of Toledo. Other officers are Florence Tabbert, Ohio Fuel Gas Co., vp; Helen Eidson, WSPD-TV, vp; Carol Harris, Tiedtke's, secretary; and Thelma Corrello, Toledo Blade, treasurer.

Hansen Named Bank Head

Kermit Hansen has resigned his partnership in Allen & Reynolds, Omaha, effective July 1, to become assistant vp of the U.S. National Bank of Omaha. Charles Neal, member of A & R's creative staff since 1953, will take over most of Mr. Hansen's accounts.

she won't see

your TV commercial while she's driving to the store

PERHAPS Mrs. Suburbanite sees your commercial—or reads your ad—at home on Monday evening. She's impressed and decides to buy. But she won't be driving to the store that handles your product until Friday. Or maybe it's a week from Friday.

What are the odds she will remember to make the purchase?

It's a cinch that your odds will be a lot better if you have advertising at work *continuously* to keep product, image and desire at the top of her mind!

An effective way to do this job is with reflectorized highway displays by National Advertising Company. Here is supplementary advertising that makes print and broadcast media work harder—that bridges the gap between the point of persuasion and the point of purchase.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

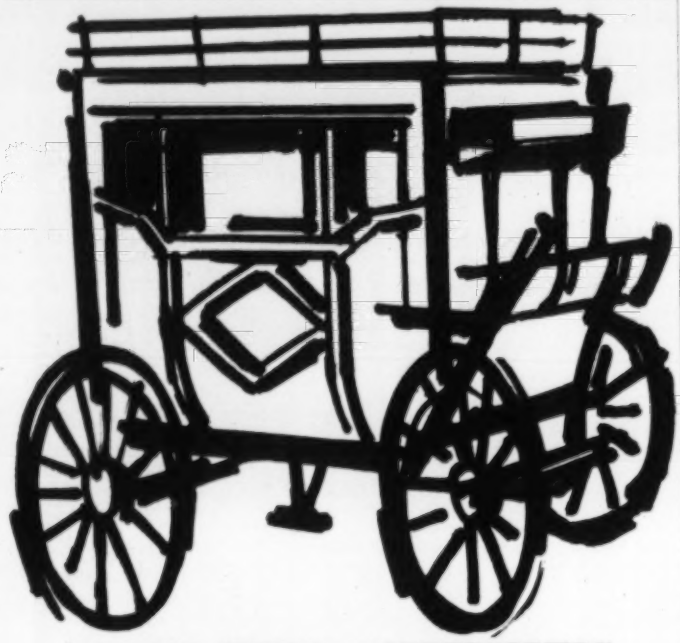
Gering Products Stock Sold

Studebaker-Packard Corp., in a diversification move, has purchased 100% of the stock of Gering Products, Kenilworth, N. J., producer of plastic compounds, polyethylene film and plastic garden and industrial hose. Gering Products will be operated as a separate division of Studebaker-Packard and will be managed by Larry Gering and Herman Gering, who have directed the activities of the company since its inception.

Special Discounts to Republicans

Original Gimmicks

Novel gimmicks make friends, influence sales—new stock items or ideas developed to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1¢ to $1.00 or more. Gimmick direct mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.



WIN THIS AUTHENTIC MOTORLESS CARRIAGE

(or the town of Ulcer Gulch, Arizona)

Admen! Adwomen! Be the first (and the last) in your neighborhood to own this real live stagecoach. It's the Second Prize in the free-wheeling Saturday Evening Post "Ulcer Gulch" Contest! First Prize? It's the town of Ulcer Gulch, Arizona, including an 11-room hotel! Third Prizes . . . 100 real western hats! And all you have to do is complete a Post jingle. If you're a resident of the U.S. or Canada and with an ad agency or the advertising, sales or marketing department of any national advertiser, call the nearest Post sales office for entry blank. Contest closes July 18, 1959.

ENTER The Saturday Evening POST CONTEST TODAY!

A BLANK—*Paint your own picture, says BOAC, in come-to-Europe campaign breaking June 13.*

Paint Your Own Image of Europe, Says BOAC Ad

British Line Passes TWA, Is 2nd to Pan Am Among World Carriers

NEW YORK, June 5—Offbeat airline advertising gets a new convert next week in British Overseas Airways Corp., which will take full pages in magazines and newspapers to present a blank picture.

Underneath a block of white space framed with rules will be an italicized line: "Place your own image of Europe here." The white space takes up more than half of the ad.

"Cached away in some cranny of every imagination is a secret, intimate picture of Europe," the copy begins. "It may be clear and sharp as a mirrored image. It may be soft and hazy as a summer's day. But it's there.

"Photographs never do it justice. Paintings fall short of the mark. That is why we won't try to compete with your imagination but only suggest you *go* to this image. You find this dream."

In the rest of the ad BOAC makes a conventional pitch for its equipment and service.

■ The "blank picture" ad will make its bow in the June 13 *New Yorker*, June 14 *New York Times Magazine* and June 15 *Time*. It will also run as a full page in the June 16 *New York Herald Tribune* and *New York Times*.

Alan Greaves, North American ad manager of BOAC, told ADVERTISING AGE that the new approach is part of the changing picture in airline advertising. He pointed out that airlines are trying to get away from the conventional format of ads dominated by pictures of airplanes or scenery.

It was this desire to avoid the trite that led BOAC to run ads this spring featuring pictures of policemen around the world. "This was just another way of selling destinations," Mr. Greaves explained.

The "blank picture" approach is also based partially on the BOAC assumption that those who travel to Europe are generally of above-average education, have a pretty good idea of what they want to see and therefore do not need the stimulation of pictures.

■ BOAC has consistently directed its advertising at this type of audience. With a budget of $1,000,000-plus, it has concentrated its fire in newspapers and class magazines, keeping out of the mass circulation books, where it feels there is too much waste circulation.

BOAC's advertising has been stepped up sharply over the past few years, beginning with the importation of Mr. Greaves from England in 1957. Prior to that time, the airline did not have an advertising manager here. Mr. Greaves was formerly ad manager of Black & Decker's British subsidiary. This year, for the first time, BOAC has been using color ads.

Mr. Greaves said BOAC's advertising program is composed of two parts: (1) Strategic—this is the basic platform, designed to register the fact that BOAC is a worldwide airline with exceptional standards of service and (2) tactical—special situation advertising to cover such areas as specific destinations.

■ BOAC's media use is broken down 60% newspapers and 40% magazines. The airline is currently using 34 newspapers in 18 cities. Newspapers are important to BOAC since it has five origination points in the U.S. (New York, Chicago, San Francisco, Boston and Detroit)—more than any other foreign airline.

BOAC is feeling pretty cocky these days. In the first four months of this year, for the first time, it passed Trans World Airlines in the number of passengers carried over the Atlantic, thereby taking over the runner-up spot behind Pan American World Airways.

In part, this was undoubtedly due to BOAC's equipment lead—it has jets while TWA does not, as yet—but Mr. Greaves said BOAC aims to hold this advantage and the campaign breaking next week is part of this plan.

■ BOAC advertising is produced by Victor A. Bennett Co. Ford King is the account executive. #

TACTICAL—*Part of BOAC's special situation advertising, this 400-line insertion promoting off-season travel to Europe will run this month in newspapers in Detroit, Los Angeles, New York, Philadelphia, Oakland, San Francisco and Washington.*

St. Louis 'Job Guide' Available

Frank Block Associates, St. Louis agency, has available, free on request, the revised annual "Job Guide." The booklet lists more than 600 St. Louis companies and organizations which employ people in advertising, public relations, publications, radio and television, journalism, and allied communications work. Key men to contact are listed with each company's address, phone, and its major work in the communications field. It is not a list of job openings. Booklets may be obtained by writing Miss Simmons, Frank Block Associates, Hotel Chase, St. Louis.

Drop Forge Changes Agency

Drop Forge Assn., Cleveland, organization of companies that produce the major share of commercial forgings in U. S. and Canada, has appointed Meldrum & Fewsmith, Cleveland, to handle its advertising. The association has also appointed a new advertising committee designed to develop a program which will explain the application and use of modern forgings in conveyances, structures and machines. The account was previously handled by Hickox-Donnelley, Cleveland division of Clark & Bobertz.

O'Day to Sutherland-Abbott

George O'Day Associates, Fall River, Mass., has appointed Sutherland-Abbott, Boston, to handle its advertising. O'Day Associates makes sailboats, marine equipment and power boats and operates the Marscot plastics division.

Junior
PANELS
A NEW DIMENSION IN OUTDOOR ADVERTISING
J. P. O. A. A.
NOW AVAILABLE IN OVER 1800 CITIES AND TOWNS
SEND FOR YOUR FREE COPY OF "THE JUNIOR PANEL STORY"
WHY ... COST BUDGET RESULTS COVERAGE
THE JUNIOR PANEL STORY
JUNIOR PANEL O. A. A. • WESTERN OFFICE / 8600 EAST 77th ST. KANSAS CITY, MO. • EASTERN OFFICE / 130 UNION STREET SPRINGFIELD, MASS. •

ADVERTISEMENT

UNIQUE TV COMMERCIAL LIBRARY ESTABLISHED

The U. S. Broadcast Checking Corporation has opened a TV commercial reference center at its 369 Lexington Avenue offices. More than 6,500 different commercials have been produced, as broadcast, in photoprinted, TV-Tear-Sheet form.

The collection was assembled during the past eight months and is being expanded at the rate of 100 commercials daily as USBC conducts its round-the-clock TV monitoring.

Economical TV-Tear-Sheets of back commercials can be purchased by researchers for ten dollars per commercial with volume discounts up to 20% being offered.

The company also offers research package deals by product category. One such offer is a survey of 100 liquid and powdered detergent commercials, over 200 pages in length, containing verbatim transcripts of all current commercials plus over 1,000 photos taken at four second intervals. This thousand dollar survey is available for $450.

According to Mr. Allan B. Goldenthal, President of USBC, "There is no such thing as 'can't do' at U. S. Broadcast Checking. If it isn't in our library, we'll take it off the air for you."

"BIG BROTHER" IS WATCHING

"We've stumbled on a spy network with headquarters only a few blocks south of New York's Grand Central Station. Actually, we must admit, it is really not a spy network. It's a network spy. And we didn't stumble on it. A PR man named Burt shoved us on the trail.

"Anyway, we found a cloak and dagger operation and, even with the inside help, it took our best skills at cloak and daggering to ferret out the details at first.

"The operation is the U. S. Broadcast Checking Corp., a new monitoring service which tunes in on television commercials and automatically records the pictures and sound . . ."

. . . TIDE Magazine
November, 1958

USBC's electronic eyes and ears are recording TV and radio in sixteen major markets. The company also has mobile units available for monitoring anywhere in the United States or abroad. The problem of authenticiation and documentation has been solved once and for all time. To find out what was actually said or shown on TV, call USBC.

OPEN END SHOW A CHALLENGE TO MONITORING

David Susskind's award-winning show was one of the monitoring assignments given to USBC by Talent Associates. The impromptu program on WNTA-TV Sunday nights is completely unrehearsed and varies from two to three-and-one-half hours in length. The assignment was to produce a verbatim transcript of the show plus twenty copies for press release and reference within twelve hours; some scripts running as long as 65 pages.

The most difficult part of the task was to identify the voices of four to eight people engaged in hours of heated discussion. USBC solved the problem by identifying the voices electronically so that the transcriber need only press a button on his playback machine to hear the speaker identified. Thus, flawless, electronically edited transcripts are delivered to Talent Associates on time every Monday.

THIS IS A TV-TEAR-SHEET®

U. S. BROADCAST CHECKING CORP.
MONITORING BY AUTOMATION
369 LEXINGTON AVE
NEW YORK 17, N.Y.
LExington 2-0345

TV-TEAR-SHEETS Electronically Verified PAGE 1

PRODUCT DECAF	SPONSOR	DATE	10/7/58
PROGRAM JOYCE BROTHERS	CITY NEW YORK	TIME	1:17:00 PM
VT FILM	VERIFI NO 612	STATION	CHAN. 4

VIDEO	TIMING	AUDIO
	1:17:00	NOW YOU CAN ENJOY ALL THE COFFEE YOU WANT AND PLAY ...
	1:17:04	BETTER, WORK BETTER, SLEEP BETTER; FEEL WONDERFUL.
	1:17:08	DRINK CUP AFTER CUP, STRONG AS YOU LIKE.
	1:17:12	YOU RELAX EASY, AT YOUR BEST WITH ...
	1:17:16	DELICIOUS NEW DECAF, THE FEEL WONDERFUL COFFEE.

Pictured above is USBC's reproduced TV-Tear-Sheet. The average Tear Sheet is 3 pages long with electronically synchronized audio and about 15 video pictures; page size is 8 x 10 inches. The average cost: $10.

For additional information, for ordering—call, write or wire USBC, 369 Lexington Avenue, New York 17, N. Y. LExington 2-0345

ADVERTISEMENT

TV-TEAR-SHEETS VERSUS KINESCOPES

Kinescopes unquestionably fill a vital need in the television industry and, although they will eventually be replaced by videotape, some type of moving photo and audible sound projection will always be required.

There are only two drawbacks to the above photo-sound concept, inconvenience of use and expense. It is extremely bothersome and time consuming to go to a projection room just to review one or two commercials. With TV-Tear-Sheets, you can have hundreds of commercials in your desk drawer and study one or ten commercials at a moment's notice. Inexpensive copies can also be made for inter-office reference. An additional advantage is the fact that several commercials can be laid out on a desk and compared.

TV-Tear-Sheets are 20% to 60% cheaper than kinescopes, depending upon the quantity ordered.

Although we, at USBC, do not advocate the elimination of kinescopes, we do feel that TV-Tear-Sheets make the ideal complement to kinnies and fill another need in the industry.

Many major sponsors and advertising agencies send their original film prints to USBC to be converted into TV-Tear-Sheet form for ready reference.

AD AGENCY PENETRATION

One of the basic motives for this full page of advertising by USBC is to attempt to penetrate to the "right man" concerned with TV and radio monitoring in your advertising agency.

We do not wish to bother non-concerned executives with our mail, phone calls, and visits while the "right man" remains in ignorance of our service and wishes that someone like USBC existed.

Furthermore, we are constantly running into cases where one individual in an agency is taking advantage of our service while other departments are searching for a good monitoring service.

If the "right man" will contact us, we will be pleased to supply him with material for inter-office memos explaining the merits and scope of our service.

NEW P.O.P. TOOL DEVELOPED

One of the merchandising problems that confronts sponsors is finding ways to impress "captive" retailers and wholesalers with their TV ad campaigns, since these people are at work while so many of the commercials are being aired.

Excellent results are being obtained by several major sponsors who have USBC reproduce their comercials in printed brochure form. The Tear Sheets are then distributed via direct mail to retail and wholesale levels as well as incorporated in salesmen's presentation books.

TOP AGENCIES AND SPONSORS USE USBC

Among the two hundred accounts serviced by USBC are IBM, American Airlines, Ohrbach's, Edward Gottlieb Associates, Newsweek, Dodge News Bureau, Tex McCrary Inc., Allied Chemical Corporation, Pittsburgh Plate Glass Co., Lestoil Inc., BBD&O, SSC&B, Ted Bates Agency, McCann Erickson, Compton Advertising Agency, J. Walter Thompson, Block Drug Co., Chemstrand Corp., and Lambert & Feasley.

USBC SALES UP 600% SINCE JANUARY FIRST

Rapidly becoming recognized as "The Clearing House for All Broadcast Commercial Traffic," U. S. Broadcast Checking Corporation has come a long way since its inception last September. Success of this monitoring service has been attributed the fact that it efficiently and economically fills a specific need in the industry.

Product of the firm's automatic monitoring of TV stations are "TV Tear Sheets," available to clients for a maximum one-time price of $10 per minute of monitored station output. Records for a typical minute would come to 3 electronically produced pages, similar in form to a storyboard, showing 15 frames of what appeared on TV, spaced at 4-second intervals, with the exact time of each frame's appearance noted beside it.

Media men using these tear sheets, whether to check on triple spotting, determine whether their commercials ran in the scheduled time slot, or just to see how the competition is doing, can see them without waiting for the projection room to be available, can reroute them to colleagues (or order extra copies), scribble marginal notes beside frames, or compare segments of several commercials at the same time, all at a price lower than that of kinescope.

Tear sheets may also be used to check product protection, technical quality of transmission, or whether a complete show is run without cuts. To Lestoil, for example, with different commercials for specific audiences, best reached during specific time slots, correct scheduling of the right commercial is of special importance.

Tear sheets are the output of machinery controlled by an electronic brain, that can record seven channels automatically for eight hours without reloading. Staff engineer for USBC is Curt Stahl who formerly was employed by the Atomic Energy Commission, Otis Laboratories, Farrand Optical Company and worked on Univac. In actual operation, the sound recorders and cameras rarely monitor continuously, but only during and immediately preceding or following commercials.

USBC also monitors radio and offers self-authenticated time tapes to clients who want only audio checks on radio, or even TV broadcasts. Playback of these tapes gives the commercial, and official government time signals, to confirm proper scheduling.

APPOINTMENTS

Newly appointed to account executive positions at USBC are Maurice Alevy, formerly with Ray Beall Advertising; Sarajane Lubow, formerly sales representative for Radio Reports; and Dan Schmidt III, previously worked for ZIV and Radio Advertising Bureau.

FOR PR MEN ONLY...

ARE YOUR PLUGS NOT RUNNING?

ARE YOUR GIVEAWAYS BEING THROWN AWAY?
OR WORSE STILL . . .

ARE YOU GETTING MORE MENTIONS THAN YOU KNOW ABOUT?

Don't fret, call "big brother" today. Chances are that USBC has recorded the results of all those releases you sent last week.

Among other things, we arbitrarily monitor the following television and radio "talk shows":

NEW YORK AND NETWORK SHOWS

TV: Arthur Godfrey, Top Dollar, Big Payoff, Today, Hi Mom, Treasure Hunt, Price is Right, Concentration, Truth or Consequences, Haggis Baggis, Queen for a Day, County Fair, Jack Paar, Peter Lind Hayes, Play Your Hunch, Beat the Clock, Who Do You Trust, Richard Willis, Perry Como, Hy Gardner, Right Now, Times Youth Forum, Open Mind, Open Hearing, Meet The Press, Small World, Steve Allen, Ed Sullivan, Open End, What's My Line, Capitol Closeup, Henry Morgan, Sandy Becker, Name That Tune, To Tell the Truth, Red Skelton, Garry Moore, Keep Talking, I've Got a Secret, This Is Your Life, Alex in Wonderland, Laugh Line, Groucho Marx, Masquerade Party, Person to Person, Mike Wallace.

RADIO: Jack Sterling, Godfrey, Galen Drake, Westbrook Van Voorhis, Bill Leonard, Financial News, Business News, Edward Murrow, Eric Severeid, World Tonight, Emily Kimbrough, Pulse, Guest of Honor, Ken Banghart, Morgan Beatty, Monitor, Ray Heatherton, Dorothy & Dick, Martha Deane, McCanns at Home, Fitzgeralds, Carleton Fredericks, Radio New York, Lyle Van, John Wingate, Fulton Lewis Jr., Gabriel Heatter, This is New York, Leading Question, Alma Dettinger, Barry Gray, John Daly, Let's Travel, Around New York, Betty Granger, Drew Pearson, Long John, Jean Shepherd.

Plus all new shows and "specials."

OUT OF TOWN

GRAND RAPIDS: Feminine Fancies (tv); DENVER: Pete Smithe (tv); CINCINNATI: Ruth Lyons (tv); Magazine of the Air (radio); CLEVELAND: Paige Palmer (tv); Gal on the Go (radio), Hal Morgan's Business News (radio), Highlights of the News (radio); BUFFALO: Helen Neville (tv), Meet the Millers (tv); PHILADELPHIA: Features for Women (tv), Quaker Question Mike (radio), Hi Neighbor (radio), Frank Brookhauser (radio), Hot Point Hot Seat (radio); ST. LOUIS: Shopping with Charlotte (tv), Charlotte Peters (tv); BOSTON: Louise Morgan (tv), For Women Only (tv); DETROIT: Mary Morgan (tv), Myrtle Labbit (tv); MINNEAPOLIS: Around the Town (tv), Town & Country (tv); PITTSBURGH: Woman's Angle (tv), Luncheon at the Ones (radio), Farm Home & Garden (tv); SAN FRANCISCO: Frank Hemingway (tv); LOS ANGELES: Berke Present Hochlen (tv), Dorothy Gardiner (tv), June Levant (tv), Lookin at Cookin (tv), Cal Tinney (tv); CHICAGO: Morning Miss Lee (tv), Shopping with Miss Lee (tv), Creative Cookery (tv).

NEW SHOWS BEING ADDED DAILY

U. S. BROADCAST CHECKING CORPORATION

369 Lexington Avenue, New York 17, N. Y. LExington 2-0345

PHOTO REVIEW

Hugh Anderson Sune Anderson Fish Ryan Samuelson

TALKING ABOUT BETTY—*Subject of conversation with this admen's group is Betty Crocker—her role as a home service authority and as a brand. Topics came up at annual ad and merchandising recommendations session given for General Mills by E. W. Reynolds Ltd., Toronto. Conversationalists include (from General Mills) James S. Fish, vp and advertising director of the parent company in the U.S.; Hugh J. Anderson, ad manager in Canada; Gordon W. Ryan, vp and general manager; Cliff S. Samuelson, assistant ad director in the U.S., and (from Reynolds) G. Sune L. Anderson, account supervisor.*

Freeman Ritter Sackler Jordon

Wilson Emelin Pratt

DRUG ADMEN—*In a panel discussion at annual promotion clinic of the Pharmaceutical Advertising Club of New York were three agency men—Robert E. Wilson, Robert E. Wilson Inc.; Dr. Arthur M. Sackler, William Douglas McAdams Inc., and Charles Jordan, Jordan, Sieber & Corbett—and three company ad directors—William Pratt, Abbott Laboratories; G. M. Freeman, A. H. Robins Co., and Phil Ritter, Wm. S. Merrell Co. Moderator was Arthur Emelin, president of Wallerstein Co. (AA, June 1).*

Milligan Hallock Rasley Wheeler

Hayes Grant Henderson

JAZZY ELECTION—*The gentlemen below may be smiling at that jazz combo above during the annual election at the Advertising Club of Des Moines. Or they may be smiling because they are the new officers: Alva Hayes, Pioneer Hi-Bred Seed Corn Co., president; James Rasley, Iowa-Des Moines National Bank, secretary-treasurer; David Milligan, E. A. Milligan & Son, vp in charge of programs; Charles Wheeler, vp in charge of publicity; Claire Grant, general manager, KCBC, vigilance; Arthur Henderson, Stoner-McCray System, membership; Ron Hallock, Des Moines Savings & Loan Assn., house. Sitting in on the all-member jazz band were Ed LaGrave Jr. (tenor sax) and Russ Truppe (drums), both of Truppe, LaGrave & Reynolds; James Ansorge, Pioneer Hi-Bred (piano); Charles Wheeler, J. H. Hickerson Inc. (bass); James Dowell, KIOA (clarinet); Ted Sloma, Polk County Tuberculosis & Health Assn. (trumpet on left), and Ralph Zarnow, Zarnow Entertainment Service (trumpet).*

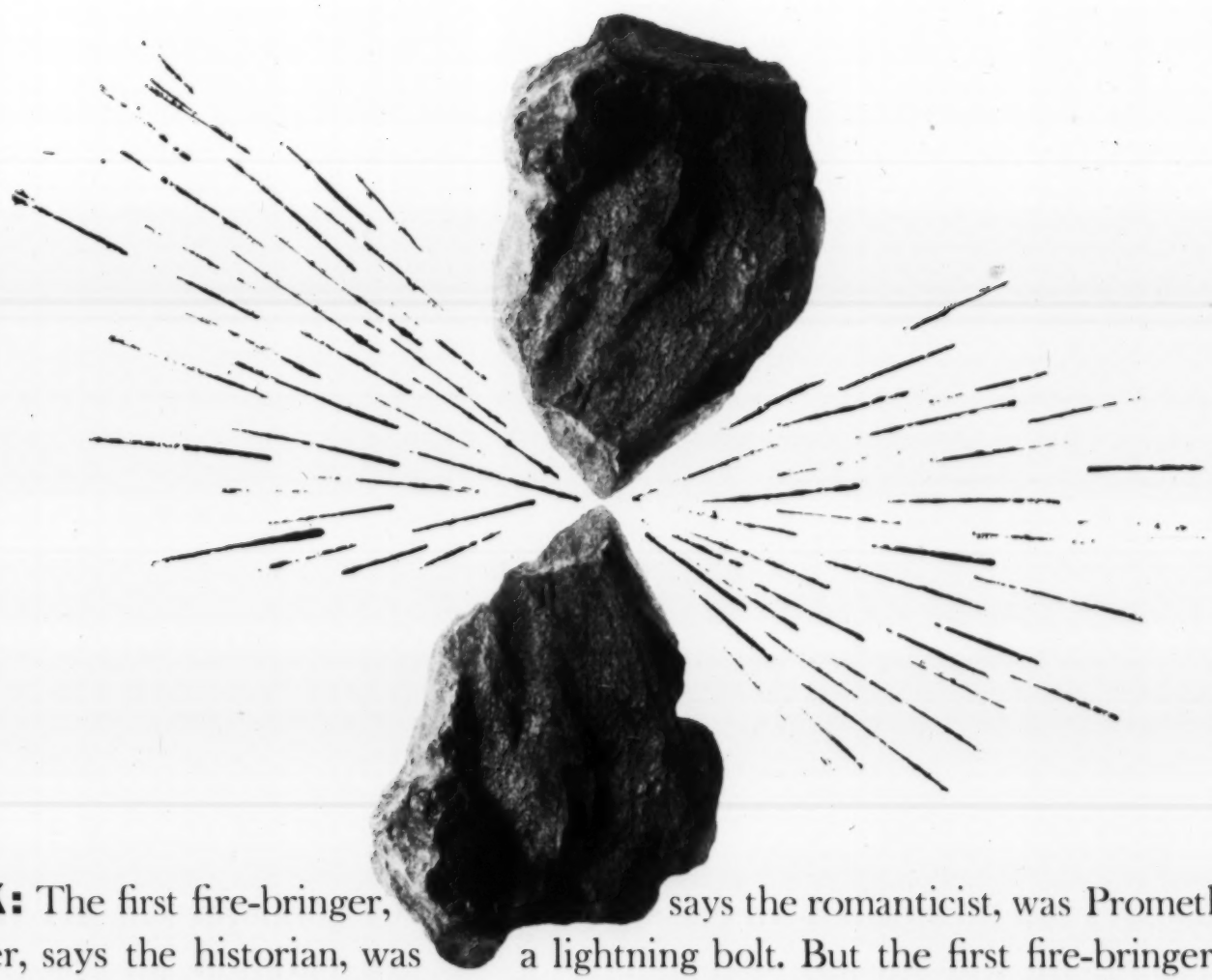
Quaffmanship
An historical, gastronomical and practical guide to the joys of quaffing the finest of beers
Carlsberg Beer

NEW WORD—*Carlsberg Copenhagen beer has coined a new word — Quaffmanship—to use in a campaign launched with a page ad in the New York Times on June 4. Wexton Advertising Agency handles advertising for Carlsberg Agency, U.S. distributor of the Danish beer.*

Johnson Kron Cohen

INTERNATIONALISTS—*On hand to attend the organizing meeting for the New York chapter of the International Advertising Assn. were three members elected to serve as the chapter's first officers—Arthur Kron (Gotham-Vladimir), chairman; Monte Johnson (Robert Otto), secretary, and Charles Cohen (Celanese), treasurer.*

NEW SYMBOL—*Pilsener Brewing Co., Cleveland, is introducing its new corporate symbol, the Golden Girl, in its new campaign for P.O.C. beer, sold in northern Ohio, with the theme: "Better taste is your golden dividend in P.O.C." North Advertising is the agency.*



THE SPARK: The first fire-bringer, says the romanticist, was Prometheus. The first fire-bringer, says the historian, was a lightning bolt. But the first fire-bringer, says the man with the practical mind, was the one who found the sparks that were hidden in stone, for he could start a blaze at will. In today's world of advertising, there's a challenging parallel: to start with stone-cold facts and then find the spark that can suddenly light a fire. Not just occasionally, but on demand. Call it insight, call it exploration, call it the search for hidden possibilities—but when the perception is sufficiently luminous, the results can be incandescent. Sometimes it helps an advertiser set the world on fire. At all times it provides...The Competitive Edge.

WARWICK & LEGLER, INC., ADVERTISING, 375 PARK AVENUE, NEW YORK 22, NEW YORK

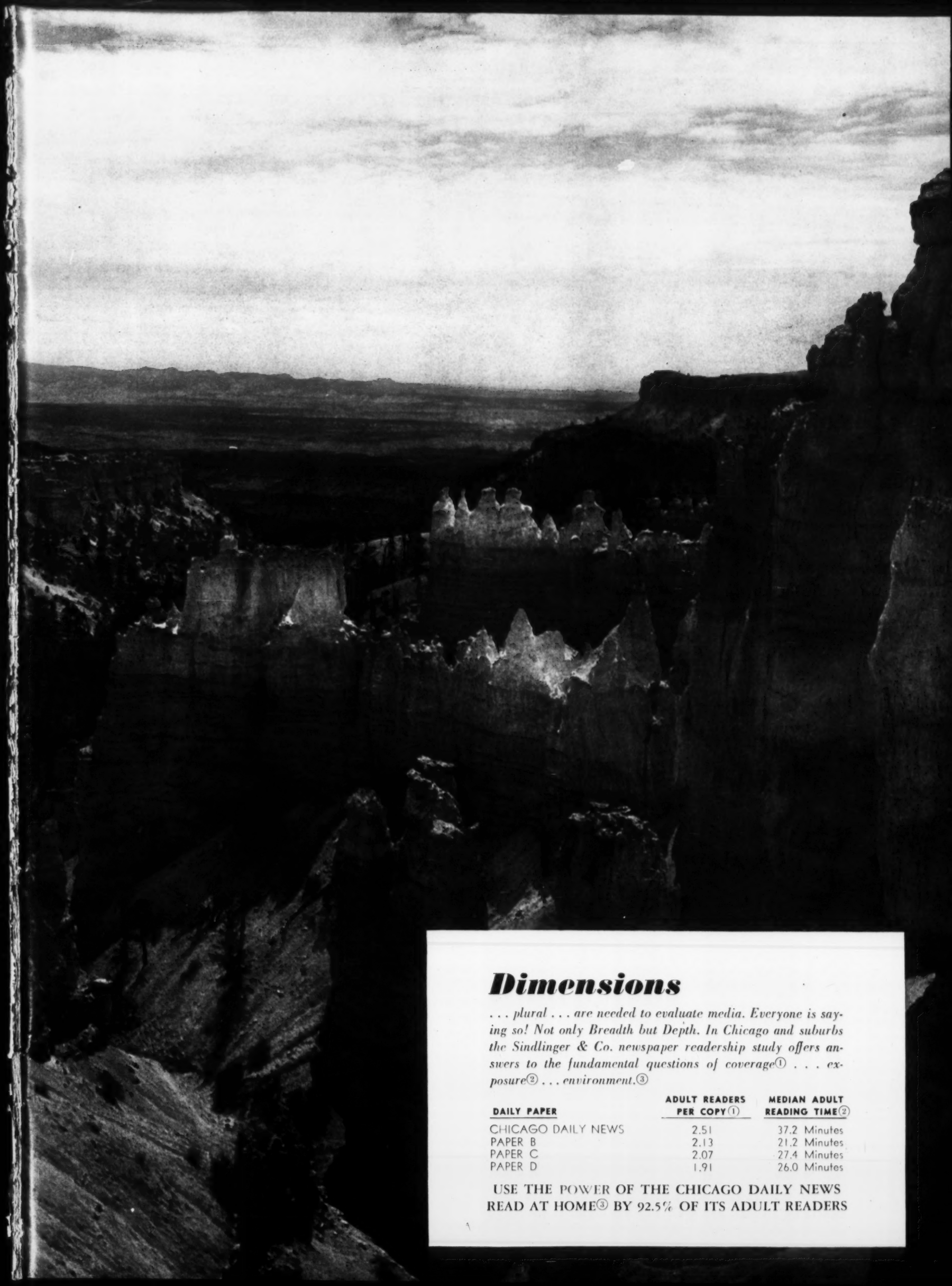
The Top 100 National Advertisers of 1958

Dollar Expenditures in Major Media, Compiled by Advertising Age

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising; Radio Advertising Bureau; Outdoor Advertising Inc.

	Company	Total	Newspapers	General Magazines	Farm Magazines	Business Publications	Network Television	Spot Television*	Spot Radio	Outdoor
1.	Procter & Gamble	$98,592,297	$ 6,972,897	$ 6,693,743	$ 15,650	$ 438,300	$50,638,647	$33,833,060	$ ———	$ ———
2.	General Motors Corp.	97,886,506	34,603,336	22,111,817	1,630,801	2,890,000	20,593,366	1,758,740	5,400,000	8,898,446
3.	Ford Motor Co.	58,895,168	20,000,024	11,097,005	1,565,603	277,500	12,561,121	1,772,300	5,000,000	6,621,615
4.	Lever Bros. Co.	52,817,674	9,220,071	2,739,596	122,774	———	21,958,373	16,578,860	2,000,000	198,000
5.	Colgate-Palmolive Co.	46,911,250	8,276,947	3,562,470	141,556	302,000	22,857,497	11,020,780	750,000	———
6.	Chrysler Corp.	43,348,773	16,049,691	7,844,399	444,463	999,100	14,341,471	635,460	2,300,000	734,189
7.	General Foods Corp.	42,720,430	14,193,039	5,681,282	156,989	279,400	20,733,118	1,020,780	———	655,822
8.	American Home Products Corp.	39,584,741	4,638,493	4,913,718	334,167	990,000	20,507,683	7,275,680	925,000	———
9.	American Tobacco Co.	36,624,520	8,757,784	7,586,980	225,288	———	11,252,180	3,018,150	4,600,000	1,184,146
10.	General Mills Inc.	28,861,722	5,679,067	8,113,020	336,491	242,200	10,790,118	2,986,970	650,000	63,856
11.	Bristol-Myers Co.	26,433,475	1,255,596	4,376,978	58,769	123,800	16,072,802	2,845,530	1,700,000	———
12.	Distillers Corp.-Seagrams Ltd.	25,830,824	12,099,291	9,561,308	5,505	590,500	876,022	583,770	———	2,114,428
13.	General Electric Co.	25,601,934	7,004,632	9,077,465	376,481	3,284,700	5,295,996	500,500	———	62,160
14.	P. Lorillard Co.	24,930,720	5,924,520	1,171,413	———	———	9,791,226	6,717,450	1,200,000	126,111
15.	R. J. Reynolds Tobacco Co.	23,191,938	5,215,711	4,438,628	401,126	———	6,002,213	2,434,260	4,700,000	———
16.	National Dairy Products Corp.	21,557,068	6,029,557	6,389,317	156,561	220,200	6,709,514	1,118,980	———	932,939
17.	Brown & Williamson Tobacco Co.	21,415,081	1,034,509	2,694,971	21,600	———	8,250,471	9,413,530	———	———
18.	Gillette Co.	21,188,046	2,249,120	806,456	———	———	16,132,360	2,000,110	———	———
19.	Liggett & Myers Tobacco Co.	20,308,827	1,983,298	2,898,916	10,800	———	10,849,983	1,865,830	2,700,000	———
20.	Sterling Drug Inc.	19,957,981	2,329,208	2,114,474	44,220	305,000	9,919,859	3,645,220	1,600,000	———
21.	American Telephone & Telegraph Co.	19,919,231	4,880,608	7,544,546	488,798	471,000	1,190,176	4,710,800	———	633,303
22.	Philip Morris Inc.	19,147,558	5,572,421	2,084,078	———	———	4,967,012	4,066,710	———	2,457,337
23.	Standard Brands Inc.	19,140,291	2,768,516	2,724,747	327,016	531,100	6,144,983	4,368,290	1,900,000	375,639
24.	Kellogg Co.	17,573,034	2,413,700	2,120,631	66,378	132,000	10,290,885	2,549,440	———	———
25.	Warner-Lambert Pharmaceutical Co.	16,730,232	1,635,213	2,805,418	29,805	534,200	2,892,606	8,832,990	———	———
26.	Campbell Soup Co.	16,371,719	4,588,350	6,180,115	163,347	———	4,233,743	272,520	840,000	93,644
27.	†Corn Products Refining Co.	15,733,084	3,044,049	2,895,627	29,353	285,600	4,927,240	3,191,790	1,109,000	259,425
28.	Miles Laboratories Inc.	15,465,570	775,377	463,450	———	445,400	4,785,393	7,895,950	1,100,000	———
29.	Continental Baking Co.	14,639,738	1,732,120	———	———	———	740,261	9,223,910	1,600,000	1,343,447
30.	E. I. du Pont de Nemours & Co.	14,591,006	1,872,567	6,081,370	222,701	2,846,000	2,671,026	645,290	———	252,052
31.	Quaker Oats Co.	14,363,973	3,889,910	2,494,734	177,610	400,800	4,693,728	1,679,690	1,000,000	27,501
32.	National Distillers Chemical Corp.	14,070,158	6,702,284	4,935,819	———	350,000	———	———	———	2,082,055
33.	Schenley Industries Inc.	13,823,304	8,896,019	3,058,038	———	500,000	———	85,880	———	1,283,367
34.	Shell Oil Co.	12,741,136	2,465,433	1,491,608	204,913	325,000	2,672	3,323,630	1,700,000	3,227,880
35.	Eastman Kodak Co.	12,706,540	872,952	4,138,707	———	1,500,000	5,937,361	257,520	———	———
36.	Coca-Cola Co.	12,559,317	4,023,772	1,551,377	———	63,300	———	3,699,270	———	3,221,598
37.	Adell Chemical Co.	12,374,882	35,792	———	———	———	———	12,339,090	———	———
38.	National Biscuit Co.	12,238,565	2,982,993	946,974	———	237,800	3,596,818	4,022,960	———	451,020
39.	Anheuser-Busch Inc.	12,063,530	1,479,731	1,462,906	———	116,700	———	3,058,690	1,800,000	4,145,503
40.	Westinghouse Electric Corp.	12,034,649	3,061,347	2,155,856	116,535	1,930,500	4,639,231	131,180	———	———
41.	Pharmaceuticals Inc.	11,235,394	733,284	126,113	———	———	10,173,557	202,440	———	———
42.	Radio Corp. of America	11,100,484	1,123,108	2,608,673	76,217	410,500	6,458,126	423,860	———	———
43.	Goodyear Tire & Rubber Co.	11,004,399	2,665,044	4,973,727	614,683	895,000	1,779,195	76,780	———	———
44.	Pillsbury Co.	10,891,689	2,953,690	1,978,863	90,206	89,600	5,205,578	525,160	———	48,592
45.	Revlon Inc.	10,815,068	1,070,000	1,801,681	———	———	6,309,037	847,850	750,000	36,500
46.	Armour & Co.	10,508,129	2,225,387	2,648,145	247,553	1,035,500	3,532,737	738,350	———	80,457
47.	Standard Oil Co. (New Jersey)	10,498,465	3,305,724	1,062,369	42,090	371,500	———	3,102,550	1,200,000	1,414,232
48.	Standard Oil Co. (Indiana)	10,242,217	3,231,748	41,016	266,940	440,000	585,326	2,424,710	———	3,252,477
49.	Texaco Inc.	9,552,978	656,463	1,927,524	304,355	592,400	200,621	1,660,400	2,600,000	1,611,215
50.	Pepsi-Cola Co.	9,229,874	3,818,818	1,536,151	73,332	97,900	———	3,163,040	———	540,633
51.	Gulf Oil Co.	9,050,403	2,854,696	1,511,463	88,448	344,300	549,012	2,031,280	1,000,000	671,204
52.	Jos. Schlitz Brewing Co.	8,893,172	665,793	860,375	———	———	2,724,378	2,030,160	900,000	1,712,466
53.	Carnation Co.	8,732,150	2,524,935	2,045,633	237,725	192,600	2,661,752	729,860	———	339,645
54.	S. C. Johnson & Son Inc.	8,681,106	601,999	966,870	———	56,400	5,242,277	1,813,560	———	———
55.	U. S. Steel Corp.	8,570,443	461,429	2,034,253	301,911	2,685,900	3,086,950	———	———	———
56.	Carter Products Inc.	8,153,737	326,642	284,700	———	———	2,340,095	5,202,300	———	———
57.	Hiram Walker-Gooderham & Worts Ltd.	8,066,360	3,172,957	4,030,815	———	77,500	———	———	———	785,088
58.	Borden Co.	7,830,139	2,093,207	1,884,944	42,860	———	1,860,634	1,750,940	———	197,554
59.	Johnson & Johnson	7,563,684	1,127,698	3,615,455	158,845	43,000	2,461,026	157,660	———	———
60.	Swift & Co.	7,387,508	2,097,736	815,601	118,488	92,900	2,953,650	1,209,590	———	99,543
61.	Nestle Co.	7,266,218	998,174	1,035,910	12,910	———	3,537,424	1,681,800	———	———
62.	Kimberly-Clark Inc.	7,143,883	1,563,981	2,113,418	———	310,000	2,966,771	139,050	———	50,663
63.	Wm. Wrigley Jr. Co.	6,960,523	1,982,706	533,602	———	79,200	———	2,071,990	———	2,293,025
64.	Chesebrough-Pond's Inc.	6,883,171	657,907	1,444,116	———	58,000	3,098,078	1,625,070	———	———
65.	Stanley Warner Corp.	6,797,011	995,358	123,143	———	———	———	5,678,510	———	———
66.	Scott Paper Co.	6,505,807	893,119	1,137,322	———	200,000	3,418,096	488,270	———	369,000
67.	Prudential Insurance Co. of America	6,375,845	2,348,539	102,350	24,000	52,000	3,826,756	22,200	———	———
68.	Firestone Tire & Rubber Co.	6,333,013	1,278,607	2,744,742	425,313	247,200	1,597,171	39,980	———	———
69.	Helene Curtis Industries	6,319,600	1,427,171	1,101,814	———	99,900	2,938,475	752,240	———	———
70.	Socony Mobil Oil Co.	6,263,363	2,836,019	1,184,760	260,346	100,000	1,709,593	38,200	———	134,445
71.	American Motors Corp.	6,115,475	4,295,899	1,370,486	———	366,900	———	82,190	———	———
72.	Falstaff Brewing Co.	6,013,670	237,341	———	———	———	969,879	2,356,450	720,000	1,730,000
73.	Beech-Nut Life Savers Inc.	5,990,497	1,809,087	591,880	———	113,800	2,476,177	121,760	715,000	162,793
74.	Aluminum Co. of America	5,823,616	980,553	1,748,805	67,391	1,100,000	1,531,362	345,910	———	49,595
75.	General Telephone & Electronics‡	5,801,501	267,217	2,299,510	———	422,100	2,597,008	83,940	———	131,826
76.	Ralston Purina Co.	5,683,471	449,470	142,928	714,472	46,000	3,376,044	377,510	———	577,047
77.	H. J. Heinz Co.	5,674,564	2,292,355	1,261,041	———	118,600	795,518	1,207,050	———	———
78.	American Airlines	5,625,557	2,964,339	1,476,466	———	115,000	———	———	1,000,000	69,752
79.	Armstrong Cork Co.	5,554,121	810,559	1,585,054	44,056	350,000	2,764,452	———	———	———
80.	Union Carbide Co.	5,515,869	897,636	784,226	61,931	1,583,100	1,305,373	40,970	800,000	42,633
81.	Wesson Oil & Snowdrift Co.	5,431,346	2,807,230	1,665,831	———	117,000	———	778,740	———	62,545
82.	Pabst Brewing Co.	5,427,392	129,215	389,297	———	———	———	3,684,390	———	1,223,490
83.	Sperry Rand Corp.	5,368,359	153,809	1,512,098	333,302	480,500	2,802,210	85,940	———	———
84.	Heublein Inc.	5,359,891	1,723,817	2,200,860	———	131,900	———	1,129,070	———	174,244
85.	Liebmann Breweries Inc.	5,332,063	2,548,483	236,897	———	———	———	488,470	780,000	1,278,213
86.	Pan American World Airways Inc.	5,326,923	2,386,489	1,735,464	———	123,800	1,002,600	78,570	———	———
87.	American Chicle Co.	5,324,665	———	———	———	———	2,969,625	2,355,040	———	———
88.	American Cyanamid Co.	5,308,963	131,824	1,038,519	988,110	2,950,000	———	200,510	———	———
89.	B. F. Goodrich Co.	5,203,719	1,987,670	1,495,082	202,177	1,219,200	228,860	70,730	———	———
90.	Sun Oil Co.	5,060,260	2,232,172	———	———	230,000	———	1,769,580	730,000	98,508
91.	Seven-Up Co.	5,052,023	288,992	1,864,733	89,250	87,600	1,368,282	602,110	———	751,056
92.	Norwich Pharmacal Co.	5,042,639	1,323,673	1,084,604	156,672	600,000	———	1,877,690	———	———
93.	U. S. Rubber Co.	4,936,648	796,748	1,551,717	45,271	625,000	1,372,000	475,780	———	70,132
94.	Vick Chemical Co.	4,916,491	610,658	1,002,443	300,759	136,000	510,621	2,280,210	———	75,800
95.	United Merchants & Manufacturing Co.	4,876,552	———	157,702	———	———	———	3,993,850	725,000	———
96.	Atlantis Sales Co.	4,750,820	1,376,254	1,057,089	52,400	———	1,322,987	942,090	———	———
97.	Simoniz Co.	4,739,995	1,264,883	3,475,112	———	———	———	———	———	———
98.	Canadian Breweries Ltd.	4,726,893	242,973	679,827	———	———	286,749	1,556,620	1,800,000	160,724
99.	Texize Chemicals Inc.	4,704,170	———	———	———	———	———	4,704,170	———	———
100.	Theo. Hamm Brewing Co.	4,688,642	184,982	———	———	———	366,480	1,690,180	650,000	1,797,000

*In some instances spot tv figures include both parent company and dealer or distributor expenditures. †Corn Products Refining Co. ad expenditures also include expenditures of Best Foods Co., which Corn Products purchased in 1958. ‡General Telephone & Electronics ad expenditures also include expenditures of Sylvania Electric Products Inc., which General Telephone purchased in 1958.



Dimensions

. . . plural . . . are needed to evaluate media. Everyone is saying so! Not only Breadth but Depth. In Chicago and suburbs the Sindlinger & Co. newspaper readership study offers answers to the fundamental questions of coverage① . . . exposure② . . . environment.③

DAILY PAPER	ADULT READERS PER COPY①	MEDIAN ADULT READING TIME②
CHICAGO DAILY NEWS	2.51	37.2 Minutes
PAPER B	2.13	21.2 Minutes
PAPER C	2.07	27.4 Minutes
PAPER D	1.91	26.0 Minutes

USE THE POWER OF THE CHICAGO DAILY NEWS
READ AT HOME③ BY 92.5% OF ITS ADULT READERS

WTRF-TV STORY BOARD

A couple of New York counterfeiters made a mistake in a batch of new bills and they came out as eighteen - dollar denominations rather than twenty dollar ones. Said one, "We've got so much tied up in these that we can't afford to throw them away. What can we do?"

The other suggested that the bills be taken down in the West Virginia hills for disposition. They loaded their car with the phony currency and headed south to the Mountain State. Arriving at a likely spot, one entered a crossroads store and asked the old mountaineer proprietor: "Can you give me change for this $18 bill?"

The old man shifted his chew, spat, and answered, "Yep, I think so. How do you want it, three sixes or two nines?"

● Folks down this way are purty smart, especially when it comes to TV entertainment. They've made WTRF-TV the looked at station in a 39-county area where 2 million people have a spendable income of $2½ billion annually . . . which makes WTRF-TV a good buy for you. Ask the George P. Hollingbery people.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Ludden Succeeds Hansen

Allen E. Ludden, program director of WCBS, New York, has been named to succeed Carroll V. Hansen as director of program services for CBS radio stations, with New York headquarters. Mr. Hansen and Jack Sterling, an entertainer, have bought KMYC, Marysville, Cal., subject to approval by the Federal Communications Commission.

'This Week' Names Hogue

Joseph V. Hogue, of the New York sales office of *This Week Magazine*, has been named manager of the publication's San Francisco office. *This Week* also has named Willard T. Wadelton, formerly with *McCall's*, to its New York sales staff.

Newman to Chock Full O' Nuts

Richard J. Newman, formerly with Benton & Bowles, has joined Chock Full O' Nuts Corp., New York, as assistant ad manager, a new post.

Schultz & Dooley . . .

Couple of Mugs Yearning for Old Days Boost Sales for Utica Club Brewery

UTICA, June 2—Although just a couple of mugs, the Utica Club boys—tv puppets Schultz & Dooley—are making quite a name for themselves in upstate New York.

The agency responsible for the creation of these fast-talking beer mugs is Doyle Dane Bernbach Inc., New York, which has found them an effective means of tying in advertising with point of sale merchandising.

DDB is creating an easily recognizable image for Utica Brewing Co.'s Utica Club beer in the form of Schultz & Dooley in tv commercials and in newspaper and outdoor advertising. Supermarkets, grocery stores and taverns have been supplied with a variety of merchandising aids.

THE LIGHT BREW—*This lamp is used by Utica Club beer to call attention to its current campaign at the point of sale. The beer mug characters work for the brewer in tv, print and outdoor.*

One which has met with particular favor by store owners is a refrigerator thermometer in the shape of Dooley's round head, with his sensitive proboscis pointing to the temperature. Storekeepers like it because it suggests that shoppers should "Please close the door to keep the Utica Club cold!"

Before long Schultz & Dooley beer mugs will go on sale in taverns and grocery stores and as mail order items.

Other point of sale aids include murals for taverns, bottle collars, shelf talkers, window posters, wall calendars and bar lamps.

■ The company reports a 15% increase in sales since the pair made their tv debut March 2. In one market, sales jumped 68%.

This campaign is built around the theme that Utica Club still takes the trouble to age beer the natural way. There are 12 tv commercials in use (minute and 20-second spots) and six more will soon be released. They all find Schultz, an old-fashioned German type, and Dooley, a warm-hearted Irish gentleman, bemoaning the changes going on about them. They all end on the same high note: One thing hasn't changed since the old days, and that's Utica Club beer.

Schultz and Dooley were created at DDB by William Bernbach, president, Bill Taubin, art director, and Dave Reider, writer. "The beer mugs were first created on paper," John F. McManus, account executive for Utica Club, told ADVERTISING AGE, "and we faced quite a problem in trying to animate these characters for television." Finally, the agency had Lou Bunin make Schultz & Dooley puppets, with free moving lids. Farkas Films produced the commercials.

■ A lady mug, who speaks with a Hungarian accent, joins the Utica Club commercial cast in some of the more recent spots. When she first appears on the scene, Schultz moans: "A lady beer mug! What's happening to the world?"

DDB, which took over the account in January, ran a teaser outdoor poster in mid-February, showing the two mugs, but not identifying them. On March 2, a second poster replaced the first, this one identifying Dooley & Schultz as the Utica Club mugs.

IN-STORE REMINDER—*This calendar in grocery stores and taverns serves as a point of sale reminder of Utica Club's tv advertising. It features a replica of the tv puppets Schultz and Dooley.*

Under the present schedule, the posters are changed once a month.

The tv schedule started March 2. About 70% of the budget is now alloted to this medium. Utica Club is sponsoring several syndicated film shows, including "Rescue 8" in seven cities, "Sea Hunt" in two cities, "State Trooper" in one city, with two other cities soon to be added to the schedule, and "Decoy" and "Official Detective" in one city each. The schedule of spot announcements, with about 12 spots weekly per market, includes the following markets: In New York—Albany, Binghamton, Plattsburgh, Schenectady, Syracuse and Utica; in Pennsylvania—Lock Haven, Scranton and Wilkes-Barre.

Utica Club will start advertising on radio this month, using much the same type of spots as are now running on television. Page ads featuring Schultz and Dooley are being run on an average of about one per month per newspaper in upstate New York, Pennsylvania, Connecticut, Rhode Island, Massachusetts and in the *New York Times*. Color page ads are scheduled for several summer issues of *Look*. #

I'M OLDER THAN YOU THINK*

* IN MANY WAYS

I'm 13½ years old . . . and of course I use lipstick (I have for 2 years). Like the other 2,161,000 "young lady" readers of AMERICAN GIRL, aged 10 through 16, I keep my dressing table well stocked with cosmetics.

Sell the market where buying begins. AMERICAN GIRL delivers your sales message first (median age 13.8).

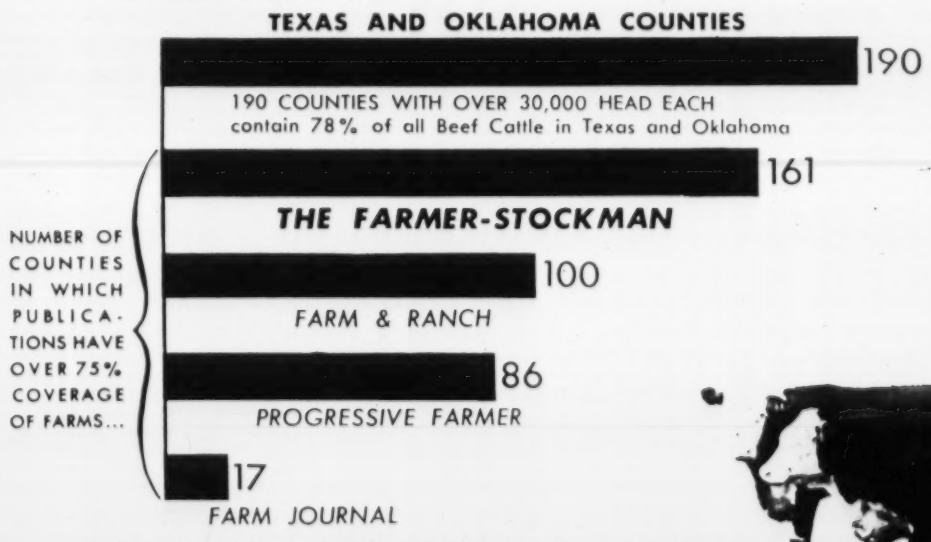
AMERICAN GIRL MAGAZINE

Published by the Girl Scouts of the U.S.A.
830 Third Avenue, New York 22, N.Y.

NO. 1 OF A SERIES

GREATEST COVERAGE

Where Livestock Counts Most! . . .

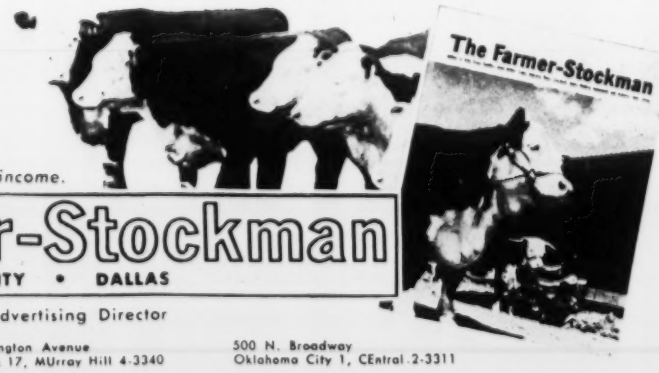


TEXAS AND OKLAHOMA comprise the greatest area for livestock in the nation! Texas alone has nearly 50% more cattle and calves than Iowa, the second state in rank. Texas and Oklahoma combined have more than Iowa and Nebraska, the next best states, combined.

THE FARMER-STOCKMAN gives the best possible farm coverage in Texas and Oklahoma.

* * *

The only farm publication edited separately for Texas . . . and edited separately for Oklahoma . . .



Send for similar data on other livestock, crops, irrigation and farm income.

436,476 paid subscribers.

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

400 N. Michigan Avenue, Chicago 11, SUperior 7-6145
4321 N. Central Expressway, Dallas 5, LAkeside 1-3121
420 Lexington Avenue, New York 17, MUrray Hill 4-3340
500 N. Broadway, Oklahoma City 1, CEntral 2-3311

Cleworth Appoints Stoddard

Cleworth Publishing Co., Cos Cob, Conn., has appointed Charles R. Stoddard Jr. advertising sales representative for three of its six publications, *Plastics World*, *Industrial Woodworking* and *Modern Patternmaking*. Mr. Stoddard, formerly a district sales manager of Reinhold Publishing Corp., will make his headquarters in New York and will cover New York City and New Jersey.

Reisman Joins GallenKamp

Emil Reisman, formerly a principal in Benton/Reisman/Marquist, Los Angeles, has been named ad and promotion supervisor of GallenKamp Stores Co., Los Angeles retail shoe chain. From 1955 through 1957 Mr. Reisman served the GallenKamp account as an account executive with Richard N. Meltzer Advertising, which still handles the account.

'Boston Globe' Adds 'Parade'

The *Boston Globe*, effective July 5, will start distribution of *Parade*, bringing the supplement's distributing newspapers to 63.

There's buying action aplenty...in

THE MAGNIFICENT MARKET OF

Suburbia Today

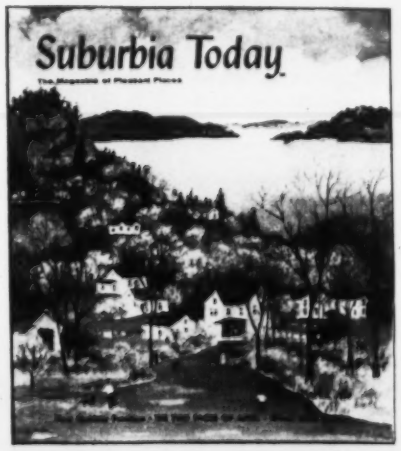
THE MAGAZINE OF PLEASANT PLACES T.M.

At the barbecue . . . the cocktail hour . . . or across neatly trimmed hedges—there's always occasion for a neighborly drink in The Magnificent Market of SUBURBIA TODAY. What are the beverages . . . the brands? You can bet they are the ones best known for quality. Here's why:

The 450 suburban communities covered in depth by SUBURBIA TODAY are selected for their concentration of high-income, home-owning, multi-car families who enjoy suburban living to the fullest. They live in the suburbs.
They shop in the suburbs.
They entertain at home.

Your brand can become the label of quality whenever they buy, wherever they buy, when your advertising is in SUBURBIA TODAY. It is the fine colorgravure magazine of 178* local suburban newspapers read by 1,213,221 families. It offers an unprecedented opportunity to concentrate on today's best market for quality products including wines, beers, and liquors. *Get the full story of this hand-picked market from your* SUBURBIA TODAY *representative. Call him soon.*

*SUBURBIA TODAY accepts liquor advertising in 157 of its 178 markets.



Suburbia Today

The Magazine of Pleasant Places

Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director* • John M. Badger, *Western Advertising Manager*

153 North Michigan Avenue, Chicago 1, ANdover 3-1270

James L. Thompson, *Advertising Manager*
NEW YORK 22: 405 Park Avenue, PLaza 5-7900

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262
CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677
LOS ANGELES 5: Blanchard-Nichols Assoc., 633 S. Westmoreland Ave., DUnkirk 8-6134
SAN FRANCISCO 7: Blanchard-Nichols Assoc., 900 Third Street, YUkon 6-6341

Versatile Lacey-Luci

for ART • PRINTING • PHOTO • LITHO • SILK SCREEN • ENGINEERING

Send for Catalog P

LACEY-LUCI PRODUCTS CO.
31 Central Ave. • Newark 2, N. J.
DEALERS: Choice Territories Open

$485 and up

Gene Bolles Starts Rep Co.

Gene Bolles has formed a new radio station representative company, Gene Bolles Co., at 510 Madison Ave., New York. Miss Bolles, who was formerly with Richard O'Connell Inc., radio-tv station representative, has announced the new company's appointment as representative for KPBA, Pine Bluff, Ark., and WKKO, Cocoa, Fla. KFBA was formerly represented by Richard O'Connell. WKKO had had no rep.

Howe Elected Chapter Head

H. J. Howe, advertising manager, tapes, Behr-Manning Co., Troy, has been named president of the Albany, N. Y., chapter of National Industrial Advertisers Assn. G. M. Robertson, General Electric Co., Schenectady, has been named vp; A. R. Jaeckel, Alco products, Schenectady, secretary; and C. K. Emery, General Electric Co., treasurer.

MCA-TV Issues Rating Chart

The film syndication division of MCA-TV, New York, has issued a chart which compares the rating methods used by Nielsen, American Research Bureau, Pulse, Trendex and Videodex. Titled "How Do You Rate?," it has been sent to 10,000 tv executives. Copies are also available upon request from the MCA-TV advertising department, 598 Madison Ave.

THIS IS THE JINGLE MILL RECORD

$58 PER JINGLE

Price applies to the United States Only

COMPLETELY CUSTOM MADE

OVER 700 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 10,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks—no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City

Lehman Cummings Black Hill

DUNCAN HINES DINNER—*Looking over the menu at the annual Duncan Hines Institute family dinner are Alan H. Cummings, president, and James H. Black, exec vp, of College Inn Food Products Corp., Chicago, and Ivan Hill, exec vp in charge of the Chicago office of Cunningham & Walsh, and Jesse Lehman, C&W account executive on College Inn.*

Q: Which of the following words describes each of these radio stations: Friendly? Unfriendly?

A: The special qualitative survey below, prepared by PULSE, is mighty revealing. A rousing majority of Washington, D. C. area residents found us friendly—scored us far higher than any other radio station in the market. And far fewer respondents had *no* reaction at all to WWDC. Q.E.D.—we're known and liked. Q.E.D.—this friendliness will rub off on your product!

	WWDC	Sta. A	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
Friendly	77.8	63.1	33.2	50.5	30.0	36.3	49.8	59.9
Unfriendly	2.4	2.4	2.2	1.0	.8	3.4	1.2	1.0
Don't Know	19.8	34.5	64.6	48.5	69.2	60.3	49.0	39.1

All figures indicate percentages

Radio Washington **WWDC**

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mercury Records Invests $250,000 in Coupon Campaign

CHICAGO, June 2—Mercury Record Corp. is spending $250,000 on the discount coupon print campaign it launched today in newspapers across the country (AA, June 1).

Color and b&w ads offer consumers three coupons worth a total of $9.27. A $5 coupon is applicable to the price of a second Mercury stereo hi-fi album after the purchaser pays the full $11.90 on a first album. A $3.48 coupon is applicable to a second $7.96 Mercury monaural hi-fi album and a 79¢ coupon applies to the price of a second 45 rpm single Mercury record regularly selling for $1.96. The coupons are good until June 30.

■ Page ads containing these coupons are appearing in 27 major newspapers—five in b&w and 22 in color. They also appeared in ads in today's *Wall Street Journal* and as part of a four-color four-page insert in the June 1 *Billboard*. More coupons will be distributed via a color page in the June 15 *Life*.

In addition, Mercury plans to make reprints of the newspaper ads available in quantity to dealers. All told, Mercury expects to distribute 1,000,000 coupons in the early part of this month.

About $60,000 of the campaign fund is earmarked for co-op advertising and store displays in the areas to be covered. The campaign is to cover 60 markets.

John W. Shaw Advertising, Chicago, handles the account. #

Armour Offers Cold Cuts in Pacific Northwest Push

Armour & Co. currently is offering free packages of its cold cut meat products in the Pacific Northwest. Consumers may get their money refunded by mailing labels from the products to Armour.

Page ads are being used in daily newspapers in Portland, Seattle and Spokane to promote the offer. The deal may be made in other selected markets in the future. N. W. Ayer & Son, Chicago, is the agency.

Peters, Griffin Names Piano

Vincent C. Piano, formerly director of sales development and promotion of Meeker Co., has been named director of radio promotion and research of Peters, Griffin, Woodward, New York, radio-tv station representative, succeeding Frank Woodruff, who resigned. Peters, Griffin also has been named to represent WCBM, Baltimore. Bolling Co. formerly represented the station.

Both U. S., British TV Plans to Be Used in Rhodesia, Nyasa

SALISBURY, RHODESIA, June 2—Commercial television will be started soon in the Federation of Rhodesia & Nyasaland, and both American and British commercial television organizations are already negotiating for rights with the government and the Federal Broadcasting Corp.

The tv service—first in Central Africa—will be run on similar lines to that in Britain, with the FBC exercising control similar to that wielded by the Independent Television Authority.

There will be only one program contractor; it will provide the studios, arrange program schedules and deal with advertisers. The FBC would own and maintain the transmitters. Applications are now being invited from private companies willing to provide the service in association with the FBC.

The FBC, which last month introduced commercial radio on its English transmissions, will extend it now to its African service.

■ Plans are also being made to inaugurate a full-scale English commercial service by the end of next year on a separate channel. At the moment, only one channel is used for the English service, and spot advertising is confined to certain periods a day. Spots would be transferred to the new channel, and the way would be open for programs sponsored by advertisers. #

Norge to Test New Gas Unit

Norge division of Borg-Warner Corp., Chicago, will start testing a new gas refrigerator with utilities this month and, if all goes well, plans to be in mass production by mid-fall. The refrigerator is a 11-foot type with automatic ice cube maker. Norge will also introduce a combination gas washer-dryer in the fall.

Official Films Names Two

Herb Pearson, formerly assistant to the president of Guild Films, has been named to the new post of director of sales of Official Films, New York, tv film distributor. Official Films also has named Arnold Fetbrod, formerly coordinator of syndicated sales of Screen Gems, manager of its syndicated sales department.

Uropa Names Wechsler A.M.

Robert Wechsler, former advertising and sales promotion manager of American Geloso Electronics Inc., has been appointed advertising and sales director of Uropa International Inc., New York, importer-distributor of appliances, electronic and office products.

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

SAN DIEGO CALIFORNIA

A MARKET ON THE GO!

1958 gasoline service station sales totaled $104,656,000 in the fast moving, fast growing San Diego market.

Today, San Diego is the third largest market in the 11 western states — and it's growing faster than any other major metropolitan area in the nation.

To sell San Diego, at lowest cost per sale, you can rely on the market's two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** These newspapers offer you penetrating coverage, with a combined daily circulation of more than 200,000. Readership — according to Facts Consolidated surveys — is 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATE COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Publishers Wait Congress Action on Guarantee Fund for Overseas Ad Pay

(Continued from Page 3)

M. Bers, chief of USIA's media guarantee division, $21,400,000 (54%) of the media guarantee payments through June 30, 1958, were made to book publishers. Approximately $8,900,000 (22%) went to motion picture producers; $7,600,000 (19%) to periodical publishers and $2,000,000 (5%) to publishers of maps, teaching aids, musical scores and recordings.

■ The program is available only in countries with restrictions on conversion of their currencies. Of the 18 countries where the U.S. has operated the program, it has been terminated in six—Austria, France, Norway, Germany, Italy and the Netherlands—where improved exchange regulations now enable business men to operate without assistance from our government. On the other hand, new programs are getting under way in Poland and Yugoslavia.

With currency conversion contracts to back them up, publishers and other media people have been able to operate aggressively in remote parts of the world in competition with subsidized Communist publishers.

While the media guarantee program is not a subsidy in the sense that the government assists or underwrites the export program, it assures the publisher that if he is successful in making sales abroad, he will be able to bring the proceeds back in usable dollars.

■ For each country in which he expects to operate, the publisher enters into a contract with the guarantee program indicating the maximum volume of sales he expects to make. He pays a premium equal to 1% of the value of the "contract," and the government agrees to convert to dollars all proceeds up to the amount specified in the contract. New contracts are made each year for each country.

Among publishers, the most active participants in the program have been *Reader's Digest*, with 108 contracts covering 12 countries, and Time Inc., with 79 contracts for 14 countries. Under these contracts *Reader's Digest* has obtained $1,788,596 in exchange for blocked currency and Time Inc. has obtained $1,328,825. Curtis Publishing Co., with 42 contracts in 14 countries, has redeemed blocked currency for $767,395.

■ McGraw-Hill Publishing Co., which has brought the guarantee program's story forcefully to the public's attention in newspaper ads recently, has been able to operate an effective export program for technical publications and books as a result of the "lift" which is available through the program. McGraw-Hill, under the guarantee program, has been able to operate in 14 of the 18 IMG countries, and to earn blocked currency which was exchanged for $707,395. In addition, McGraw-Hill Book Co. Inc. has shipped into 17 of the 18 countries, and has redeemed blocked currency for $1,470,547.

Subscription agencies also are operating effectively in promoting overseas sales of U.S. periodicals, via the program. Moore-Cottrell Subscription Sales has earned $566,959, with sales under 19 contracts, and American News Co., $365,214, under 12 contracts.

Dell, Fawcett, Hearst, *Newsweek* and Pines Publishing Co. also appear on the list of publishers which have redeemed more than $50,000 in blocked currency. Among newspapers the list includes only the *New York Herald Tribune*, with $159,202 in redemptions under 20 contracts, and the *New York Times*, with $11,974 under 10 contracts. #

Major Participants in Guarantee Program*

	No. Contracts	Amount Received
Reader's Digest Assn.	108	$1,788,596
Time Inc.	79	1,328,025
Curtis Publishing Co.	42	767,395
McGraw-Hill Publishing Co.	46	707,193
Moore-Cottrell		
Subscription Sale Agencies Inc.	19	566,959
American News Co.	12	365,214
Crowell-Collier Publishing Co.	51	299,214
Dell Publishing Co.	35	173,047
New York Herald-Tribune	20	159,202
Fawcett Publications Inc.	29	142,761
Hearst Corp.	20	100,737
Curtis Circulation Co.	12	87,897
Weekly Publications Inc. (Newsweek)	39	85,555
Pines Publications Inc.	20	58,691
Popular Mechanics Co.	2	23,078
Hillman Periodicals Inc.	13	22,635
New York Times	10	11,974
Reinhold Publishing Corp.	3	6,146

*This table lists all publisher and subscription companies which redeemed more than $5,000 in blocked currency under guarantee contracts.

Law to Force Truth in Optometry Ads—Not Ban on Price Ads—Urged by Denver Adclub

DENVER, June 3—The Advertising Club of Denver has urged controls to guarantee truthfulness in optometric advertising without prohibiting the use of price in the advertising.

Albert D. Ross, of West-Holliday Co., president of the club, informed Dan Bell, manager of the Denver Better Business Bureau, that his organization was "pleased" with the veto by Gov. Steve McNichols of the controversial senate bill that would have prohibited use of prices in optometric advertising.

"We do not believe that controlling the advertising is the answer," Mr. Ross said.

■ When questioned in an interview, Mr. Ross said his club was on record as advocating "absolute truthfulness in ads" and believed in "strict minimum requirements" for the quality of the merchandise advertised.

He said that there were minimum quality and educational standards in effect now in the state, and even more rigid standards in Denver.

"We still do not want prices left out of ads," he said, "because members of the optometric industry base their sales on the prices in ads, and they are in competition with each other."

Mr. Ross indicated that perhaps the Denver club might be agreeable to raising requirements and enforcing them "even if the money has to be appropriated by the legislature so that any unethical practices can be halted."

■ Mr. Ross suggested that some presently functioning state agency could perhaps provide for policing the controversial optometry field should laws be enacted to that effect.

He urged that such laws, should they be enacted, should define in unmistakable language that which constitutes misleading advertising. Policing might consist of checking advertising and sending in state buyers to shop for the merchandise to check the authenticity of the products advertised.

Mr. Ross said that money to finance such a program could come conceivably from added state license fees "which would mean they [the optometry industry] would pay for their own inspection supervised by the state." #

Diversifying Media May Cut Actual Number of Prospects Reached, Agency Panelists Say

NEW YORK, June 3—That eternal question of the advertising business—reach vs. coverage, or "How much, how often?"—was the topic of the New York Advertising Media Planners Assn. last night.

A panel consisting of W. E. Matthews, Young & Rubicam; John deWolf, G. M. Basford Co.; Paul Gerhold, Foote, Cone & Belding, and William Weilbacher, Dancer-Fitzgerald-Sample, presented various views of the problem. Under the group's rules, no speaker may be quoted directly. Here are some of the highlights of the discussion:

• In print:

There is a circulation question in business papers, where it may be that circulation and exposure are different. In general, the second book isn't as effective as the first, and the extended coverage is somewhat less effective than primary coverage. It is important to spend dollars where the returns are greatest, and it's wise to spend your money in the best book, using the No. 1 book thoroughly. If you are reaching a prospect 50 times or less, repetition in the best single book is very important. However, where books are fairly even, don't fight for a book at this level of frequency.

• In broadcasting:

Since print is basically permissive, and broadcasting is basically controlled, broadcasting permits some measurements print does not. However, there is a good deal about broadcast measurement which isn't known—how to assess the reach of commercials to the individual, for instance. As long as the measurement unit is households, no measure of reach to people is possible. Frequency is a strength of broadcasting, partially because broadcasters have forced buyers to buy media with enough frequency to do the job.

Habits, availabilities, units of sale and the discount structure all work in favor of frequency, and make it harder to buy broadcast media badly.

• In general, as to media combinations:

Prospects are more important than people in terms of coverage, and it's wasteful to extend coverage if the prospect can be defined. Before diversifying media, it's important to be sure you will gain efficiency. A barrier to diversification is that frequently continuity and frequency discounts build a difficult case to overcome for sticking to present media setups. There is the possibility of cross-pollinating by media diversification, reaching different people, but real frequency may suffer.

The question was raised as to whether frequency is somewhat misleading if there is a fairly high concentration of repeated exposure among a fairly small portion of the possible audience. There was agreement that this is an aspect of frequency exposure seldom investigated or considered. #

D-F-S, Guild Wines Part

Dancer-Fitzgerald-Sample, San Francisco, has resigned the Guild Wine Co. account, a client since 1953. The winery, located at Lodi, Cal., produces a complete line of Guild wines and brandy. The company, known for many years as Wine Growers Guild, has changed its name to Guild Wine Co. Its 1958 billings amounted to $75,000, mostly in outdoor advertising. No reasons were disclosed for the resignation, and the company said it will not name a new agency until after Aug. 1.

Tire Publication Renamed

Modern Tire Dealer became the new name of *Tires-TBA Merchandising*, New York, with its June issue. John Hartman, president of Bill Bros. Publishing Co., New York, said the name change of the 40-year-old magazine is part of a continuing policy to keep the publication abreast of the industry it serves.

F. W. Dodge Shifts Top Exec Lineup; Abbott Is Chairman

NEW YORK, June 4—The retirement and replacement of three top officers and the election of five new exec vps and three new vps have taken place at F. W. Dodge Corp., construction news and marketing organization.

James McVickers Breed, board chairman since 1931, Howard Barringer, president since 1953, and Sanford D. Stockton Jr., secretary of the corporation since 1922, have retired.

Both Messrs. Breed and Barringer, however, will continue to serve as voting trustees and as members of the executive committee and the board of directors. Mr. Breed has been made honorary board chairman. Mr. Stockton has been succeeded as secretary and a board member by John S. Brittain, partner in the law firm of Breed, Abbott & Morgan.

■ Paul Abbott, associated with the banking firm of Glore, Forgan & Co., and Dodge vice-chairman since 1931, has been elected chairman of the board. Chauncey L. Williams, formerly exec vp in charge of the catalog division, has been elected vice-chairman.

Irving W. Hadsell, formerly exec vp of the construction news and statistics division, has been elected president to succeed Mr. Barringer. Mr. Hadsell has been with Dodge and its predecessors since 1915, and became head of the construction news division in 1928.

■ Exec vps have been appointed to head all four divisions of the corporation. These men will constitute the management committee. They are:

• Howard M. Thompson, formerly vp and treasurer, to exec vp and treasurer in charge of financial division.

• Oliver O. Paulsell, formerly a vp of the construction news and statistics division will replace Mr. Hadsell as exec vp in charge of that division.

• J. T. Little, formerly vp of the catalog division, will replace Mr. Williams as exec vp of that division.

• Robert F. Marshall, formerly a vp of the magazine and book division, has been named exec vp in charge of that division.

• T. Oliver Morgan, formerly a vp of the construction news and statistics division, has been named exec vp to assist Mr. Hadsell, the new president.

■ All of the above are members of the board of directors.

Three new vps named and elected to the board are:

• Richard H. Ray, formerly midwestern regional vp in Chicago, has been named vp of the construction news and statistics division.

• William H. Hatch Jr., formerly eastern regional vp in New York, has been named vp of the catalog division.

• Robert M. Cunningham Jr., formerly vp of Modern Hospital Publishing Co., a Dodge subsidiary, and editor of *Modern Hospital*, Chicago, has been named vp of the magazine and book division.

With the exception of Mr. Stockton, and with the addition of Messrs. Ray, Hatch, Cunningham and Brittain, membership of the board of directors is unchanged. Members of the board, other than those mentioned, include William C. Breed Jr., and H. Judd Payne, vp of the magazine and book division, and George Cline Smith, vp and economist. #

Connecticut Restricts Outdoor on Federally Aided Roads

The Connecticut legislature has passed a bill which generally bans the use of billboards within 660' of right of way of federally aided interstate highways or limited access roads. Passage of the bill makes Connecticut eligible for an additional ½ of 1% federal road aid. The bill provides certain exemptions and permits signs along such highways running through industrial and business zones. It also allows signs on property to be sold or leased.

Johnson Joins Jack Scott

Elliott H. Johnson, formerly an account executive in the Chicago office of Advertising Research Bureau, has joined R. Jack Scott Inc., Chicago agency, as media director.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	April		%	January-April		%
	1958	1959	Change	1958	1959	Change
ABC	$ 8,739,456	$10,193,663	+16.6	$ 35,752,460	$ 42,430,232	+18.7
CBS	20,628,511	22,093,785	+ 7.1	83,344,337	88,255,638	+ 5.9
NBC	18,283,379	19,753,172	+ 8.0	72,287,402	77,835,168	+ 7.7
Total	$47,651,346	$52,040,620	+ 9.2	$191,384,199	$208,521,038	+ 9.0

MONTH BY MONTH—1959

	ABC	CBS	NBC	Total
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,226,385	20,728,315	55,519,731
April	10,193,663	22,093,785	19,753,172	52,040,620

ADVERTISEMENT

Rudsten to Follow Boston Success With 30-Million-Coupon Mailing in Philly, Chicago, New England.

Coupons to be Mailed to 3.6 Million Families.

The Giant Value Coupon Savings Jamboree will combine coupon mailings to 3.6 million families with free full page newspaper ads for participating marketers, promotional ads, displays, TV and radio promotion, dealer mailings, sales kits, and other devices to bring consumers into markets such as this one. During the Jamboree in Boston last February over 136,000 shoppers during a six-week period mailed in their 'Round-The-World trip entry blanks, an all-time high response for a local or regional promotion. High traffic and volume sales caused dealers to describe the promotion as "one of the most successful promotions ever staged in the Boston market." Marketers interested in participating in the Jamborees in October can contact Oscar E. Rudsten, at Oscar E. Rudsten & Associates, 262 Washington Street, Boston 8, Mass., telephone Capitol 7-2146.

Free full page for exclusive use of each product participant in Philadelphia Inquirer, Chicago American, Boston Sunday Globe Roto, Boston Sunday Herald Roto, Boston Record-American.

Program to be promoted with double page ads in Philadelphia Inquirer, Chicago Tribune, Chicago American, Boston Globe, Boston Herald-Traveler, Boston Record-American.

Intensive radio, television campaign in all markets, plus free window streamers, promotion kits, mats. Cost only $12.50 per thousand, includes all promotion — everything.

Coupon mailing to be aimed at the top buying potential of 3 markets

An average of 1,200,000 families will be reached in each market by the Giant Value Coupon Savings Jamboree. It is estimated that this represents about 80 to 85% of the potential buying power in the three areas.

Both market selection and mailing will be handled by O. E. McIntyre, the large and progressive mail marketing firm that maintains a national market list of 36,000,000 families for use by its roster of major clients.

McIntyre will apply its knowledge of coupon mailing methods for this project, and utilize the facilities of its plant at Westbury, L. I., N. Y., the largest and most modern in the U. S.

Thus the Jamboree will have the additional value of reaching families selected by McIntyre as the best for market coverage and redemption.

The preliminary selection shows the Jamboree will cover the marketing areas of 2,193 major chain outlets.

The Boston Jamboree, which had as participants Beacon Wax, Snider's Hotter Catsup, Hood Orange Juice, Hood Soured Cream, Kraft Miracle Margarine, Hood Ice Cream, My-T-Fine Puddings, and Hudson Toilet Tissue, was not only a successful promotion for participants, consumers, and dealers, but it showed on a large scale how the promotion could be developed and further improved for use in this second stage.

A powerful cooperative coupon and merchandising drive aimed at 3.6 million families in three major markets is announced by Oscar E. Rudsten, of Oscar E. Rudsten & Associates, Boston, Mass.

"This is the second stage of the Giant Value Coupon Savings Jamboree idea. The first Jamboree in the Boston market in February was described in the *Yankee Grocer*, leading New England food trade journal, as one of the most successful ever staged there," according to Mr. Rudsten. "We are offering participations in our new Jamboree to non-competitive marketers at $12.50 per thousand net. I consider this one of the most exciting and soundest values ever offered for couponing and merchandising in major markets."

The Markets

The three markets are Greater Philadelphia, Greater Chicago, and Key City New England. Philadelphia will start the week of October 4th, the New England cities October 18th, and Chicago the week of October 24th. The program for each market is as follows:

1. Cooperative coupon mailing to 1,200,000 selected families.
2. Double-page ads to appear two or three times in such newspapers as the Boston Globe, Herald-Traveler, Record American, Chicago Tribune, Philadelphia Inquirer, Chicago American; plus full page ads in the Providence Bulletin Journal, Worcester Gazette, Springfield Union News, and Hartford Times.
3. Intensive Radio & TV promotion in all markets.

World Air Trip

4. Prize of 30-day trip around the world for two to holder of lucky entry blank from coupon mailing.
5. Award of $1,000 bond to store manager whose customer wins trip.
6. Dealer mailings.
7. Dealer calls on key chain supermarkets and independents.
8. Promotional kits for salesmen of participating firms.
9. Displays, streamers, mats.
10. Trade and customer publicity.
11. *Full pages free to market participants for exclusive use* to advertise each product in Chicago American, Boston Sunday Globe Roto, Boston Sunday Herald Roto, and Boston Record-American; and full page 4-color in Philadelphia Inquirer.

Tested Program

"We're giving our participants a program based on tested marketing methods. It's complete. It works. It's exciting. It produces," Mr. Rudsten states. "Since exclusiveness of product is guaranteed, and since we must honor first orders, interested marketers should contact me soon.

"Call me at Oscar E. Rudsten & Associates, 262 Washington Street, Boston 8, Mass., telephone CApitol 7-2146."

New Connecticut Law Regulates Stamp Companies

A bill requiring stamp companies in Connecticut to print the cash value on each stamp and post bonds to guarantee payment of premiums has been passed by the state legislature. The bill, effective Oct. 1, will allow any saver of trading stamps to redeem them for cash in any amount exceeding 25¢.

No trading stamp company—nine presently are operating in the state—will be permitted to go out of business under any circumstances without 90 days' notice to the public, during which time all outstanding stamps will be redeemable.

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C. ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa. COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill. WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif. Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Mobile Video Tape Co. Formed

Bob Craver and Ted Le Van have formed a new company, Mobile Video Tape Productions, 40 E. 49th St., New York, to provide mobile tape facilities. The company makes a basic rental charge of $500 per day, which includes the tv tape recorder, truck and driver. Mr. Craver, prior to a stint in the U. S. Army, was director of operations at WLWA, Atlanta, and Mr. Le Van was formerly a tape engineer at NBC.

John L. McQuigg

Wm. D. Laurie Jr.

JWT Shifts McQuigg to N. Y.; Laurie to Head Detroit Office

DETROIT, June 3—Changes in top-echelon positions among J. Walter Thompson Co. officers associated with Ford Motor Co. advertising have been announced.

John L. McQuigg, Thompson director, vp and manager of the Detroit office, will be transferred to a new post in New York July 15.

His duties in Detroit will be taken over by William D. Laurie Jr., also a Thompson vp and presently supervisor of account operations in the Detroit office.

Mr. McQuigg will become chairman of the Ford account review board and management supervisor of the Detroit office in his new post in New York, according to Norman H. Strouse, Thompson president. He will handle other executive responsibilities as well. He has been in charge of the Detroit office since 1955 and has been with Thompson since 1936, except for a period of service in the Air Force during World War II.

Most of his JWT service has been in Detroit.

■ Mr. Laurie has been with Thompson for three years, first as director of planning, before taking over his present post. Prior to that he was with Maxon Inc., Detroit, for 23 years, except for a period of service in the Navy in World War II. At Maxon he had been both account executive and account creative chief.

Thompson handles both the Ford division and international division of Ford Motor Co. Its Detroit accounts also include Champion Spark Plug Co., international division of Burroughs Corp., and Evans Products Co. #

Wyoming Opens Fifth Annual Campaign to Attract Visitors

The Wyoming Travel Commission has launched a four-month campaign to attract Colorado and Oregon centennial visitors to Wyoming. This promotion marks the fifth annual summer campaign for the state. Willard Murfin, executive director of the commission, said that this year Wyoming would be pitching hard at Colorado visitors and that the state anticipates almost equal benefit from the Oregon celebration.

Included in the advertising schedule are the *Denver Post, Rocky Mountain News, Salt Lake City Tribune, Dallas News, Ft. Worth Star-Telegram* and *Life*. Norman Udevitz Advertising, Cheyenne, is handling the campaign.

Nemarow Adds 3 Accounts

Nemarow Advertising Agency, Vineland, N. J., has acquired three new accounts. They are McCandless Brand Food Products, for its asparagus and pumpkins, to be advertised in newspapers and tv; Guaranteed Contact Lens, which will use business publications and direct mail, and Eastwood Village, a development for retired people, to be featured in tv spots.

Two Join Chemstrand

Lester A. Swenson and John E. Condon have joined Chemstrand Corp., New York. Mr. Swenson, who formerly was with Kenyon & Eckhardt, has been named manager of Acrilan Advertising. Mr. Condon, formerly with Phillips-Van Heusen Corp., has joined as a promotion specialist.

Diller Moves to N. Y.

Kendrick W. Diller, formerly serving on special assignments in the Chicago office of Criterion Advertising Co., three-sheet poster advertising company, has been moved to the company's national sales staff in New York. He will be succeeded in Chicago by Robert Peterson.

Myron Kirk to Lennen & Newell

Myron P. Kirk has joined Lennen & Newell, New York, as senior vp and management account supervisor. Mr. Kirk was with Kudner Agency for 17 years and was senior vp and second largest stockholder when he sold out his interests in 1956 and left the agency the following year.

Brown-Forman Boosts Ballard

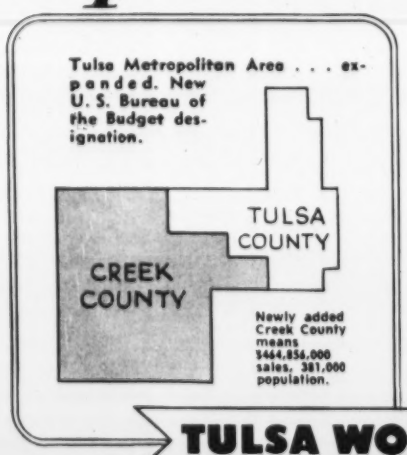
C. R. Ballard, formerly media assistant in the advertising department, has been named assistant merchandising manager, southern sales region, of Brown-Forman Distillers Corp., Louisville. He will be succeeded as media assistant by John L. Smart.

RAB Opens Second N. Y. Office

Radio Advertising Bureau has opened a second office in New York, at 120 E. 56 St., which will house the national sales department. Robert Alter, manager of sales administration, will supervise the new office. RAB's main office remains at 460 Park Ave.

NOW! TULSA'S Metropolitan Area

EXPANDED ...New Population 381,000


Tulsa Metropolitan Area . . . expanded. New U. S. Bureau of the Budget designation.
TULSA COUNTY
CREEK COUNTY
Newly added Creek County means $444,856,000 sales, 381,000 population.

Now Creek County, whose main city, Sapulpa, is only 12 miles from Tulsa, is logically added to Tulsa's Metropolitan Area. This new definition of the TRUE Tulsa Metropolitan markets means more sales! Remember, You're Not in Oklahoma unless you're "in" Tulsa. Use the Oil Capital Newspapers . . .

*From 1959 SM. Survey of Buying Power

TULSA WORLD TULSA TRIBUNE

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

Announcing 4th Annual Circulation Seminar for Business Publications

August 12-13, 1959

THE Pick-Congress

Completely air-conditioned

CHICAGO

FIRST WOMAN PRESIDENT—*Roy V. Whisnand (left), vp and general manager, WCOP, Boston, and outgoing president of the Broadcasting Executives Club of New England, presents the gavel to the new president, Kay Chille, Nona Kirby Co., radio representative, first woman president of any broadcasting club in the U. S.*

BBDO Adds Nine Buyers in Revamp of Media Department

NEW YORK, June 3—Batten, Barton, Durstine & Osborn has added nine buyers to its media department as part of a departmental streamlining and realignment.

In about a week, the agency reports, it will announce titles and duties for the new additions, all of whom will be under the supervision of Fred Barrett, vp and media director. The agency says there will be no departures from the media department as a result of the realignment.

Michael Donovan, formerly vp and associate media director of Benton & Bowles, is the latest to join the department. Eight others have been appointed within the past two months. They are Robert Hamilton, formerly with C. L. Miller and Ellington & Co.; Bruce Doll, formerly with Erwin Wasey, Ruthrauff & Ryan; Stuart Edwards and Sam Landers, formerly with Lennen & Newell; Conrad Ennis, formerly with Doherty, Clifford, Steers & Shenfield; Sal Cusimano, formerly with G. M. Basford Co.; Cliff Wilmot, formerly with J. Walter Thompson and Ed Koehler, formerly with Buchanan & Co. #

Canepa Picks Lilienfeld

John B. Canepa Co., Chicago, manufacturer of Red Cross macaroni and spaghetti products, has appointed Lilienfeld & Co., Chicago, to handle its advertising. Edward H. Weiss & Co., Chicago, is the former agency.

Morse Names Two VPs

J. Allen Mitchell and Jack Skolnick have been appointed vps of Morse International, New York. Mr. Mitchell is head of the agency's copy department, and Mr. Skolnik heads the art department.

Flower Grower,

The Home Garden Magazine, is bought, read and loved by 400,000 families in suburbs and small towns.

John R. Whiting, *Publisher*
Robert G. Miner, *Advertising Director*

2049 Grand Central Terminal
New York, N.Y.

Friend's is being tested in

PORTLAND

MAINE . . . because

1 FIRST in the United States among cities under 150,000 population. Source Sales Management

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

PORTLAND MAINE NEWSPAPERS

PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone 100% coverage of city zone

represented by Julius Mathews Special Agency

Two-day seminar, August 12-13, helps you and your staff keep pace with the latest, most effective BUSINESS PAPER CIRCULATION TECHNIQUES AND METHODS

The Seminar is the only national circulation meeting for business papers.

It is a once-a-year opportunity for your circulation director and his key assistants to get together with circulation people from all over the country —to compare notes, to exchange ideas, to observe the latest systems and methods of fulfillment, direct mail promotion, circulation management.

Seminar classes are headed by experienced circulation men and geared to everyday activities—a practical, down-to-earth, two-day session.

A few typical subjects to be discussed:

What Records Do You Provide Management? How do you keep management posted on your circulation department activities? What special records do you keep for yourself?

Building and Maintaining Your Lists . . . there's no *perfect* way to do it, but there's probably a better way than you are doing it now. Listen to case histories of other circulation managers and then discuss your problems.

Systems and Procedures of Subscription Order Fulfillment . . . a round-up of several different systems used by business paper publishers.

How To Save Money On Your Direct Mail Promotion . . . a discussion of special techniques and little tricks that often end up in big savings.

A Review Of Classification And Verification Methods . . . always a problem to any audited publication . . . here are the methods used by aggressive circulation managers to get the needed information.

How To Test Direct Mail . . . What are the pitfalls that make many tests inaccurate . . . what are the things a circulation manager should watch for in making tests?

The Art Of Writing Direct Mail Promotion . . . a discussion of the principles and finer points of writing effective business paper subscription promotion.

SPONSORED BY

ADVERTISING PUBLICATIONS, INC., publishers of Advertising Age, Industrial Marketing and Advertising Requirements, **in cooperation with: CHICAGO CIRCULATION ROUND TABLE • CHICAGO BUSINESS PUBLICATION ASS'N • MAIL ADVERTISING CLUB OF CHICAGO** • AUDIT BUREAU OF CIRCULATIONS • THE ASSOCIATED BUSINESS PUBLICATIONS • BUSINESS PUBLICATIONS AUDIT OF CIRCULATIONS • PUBLICATIONS MANAGEMENT MAGAZINE • DIRECT MAIL ADVERTISING ASSOCIATION • NATIONAL BUSINESS PUBLICATIONS, INC. • NATIONAL CIRCULATION ROUND TABLE • SUBSCRIPTION FULFILLMENT MANAGERS ASS'N.

4th Annual Circulation Seminar Officials

Chairman—Myron A. Hartenfeld, Circulation Director, Advertising Publications, Inc., Chicago • Program Chairman—Stanley C. Roy, Circulation Director, The Office Appliance Co., Chicago • Program Committee Members—Myron A. Hartenfeld, Circulation Director, Advertising Publications, Inc., Chicago; Walter Nohstadt, Circulation Manager, The Modern Hospital Publication Co., Chicago; John H. Reardon, President, Publisher's Circulation Service, Chicago; Mel Sorenson, Business Manager, Christian Life, Chicago • Commercial Exhibits Chairman • William Howat, Circulation Director, The Haywood Publishing Co., Chicago • Program Arrangements Chairman, John H. Reardon, President, Publishers Circulation Service, Chicago.

Fulfillment Equipment—What's Available?—a round-up of every practical type of equipment now available, or on the drawing boards, which can be used to address subscription lists and provide circulation statistics.

United States Post Office Consultation Center—an informal table staffed by postal experts . . . ask specific questions about your mailing problems —and get the *right* answers!

Audit Bureau Of Circulations Consultation Center—top staff men from the ABC will be on hand for two full days to answer your questions.

Business Publications Audit Of Circulations Consultation Center—experts from the BPA will be available constantly to discuss with you BPA procedures or policies.

Verified Audit Circulation Company Consultation Center—another two-day informal center of information about VAC auditing methods and policies.

Gallery Of Tested Business Paper Circulation Promotion—browse through this display of mailing pieces, letters, cards, envelopes, forms, etc. to get ideas for your operation.

Chicago Circulation Round Table Consultation Center—expert circulation directors will head this informal table throughout the Seminar to discuss your specific problems.

Commercial Exhibits—a complete display of the latest types of equipment and services for efficient use by business papers.

Free Field Trips After Seminar—conducted by members of the Chicago Circulation Round Table to see various subscription fulfillment systems.

MAIL YOUR RESERVATIONS TODAY

CIRCULATION SEMINAR FOR BUSINESS PUBLICATIONS
200 East Illinois Street, Chicago 11, Illinois

Here's our check for $_____ covering _____ reservations (*list attached*) at $20 per person for the Fourth Annual Circulation Seminar for Business Publications to be held at the Pick-Congress Hotel in Chicago on August 12 and 13, 1959.

The $20 per person charge covers all Seminar Sessions, the Two-Day Consultation Centers, Promotion Gallery, Products on Display, two Luncheon and Cocktails.

My Name _____ Title _____

Company _____

Street _____

City _____ Zone _____ State _____

Make check payable to: Circulation Seminar. If your plans change, your money wil be refunded.

watch
WATCH THE WOMEN GO BUY
the
WATCH THE WOMEN GO BUY
women
WATCH THE WOMEN GO BUY
go
WATCH THE WOMEN GO BUY
BUY

The man who watches the women go buy every day is the retailer. And in Portland, the retailer puts the bulk of his advertising budget into the one medium that's big as all Oregon ... The Oregonian. In food advertising and total retail, The Oregonian is the leader because it reaches and influences more women.

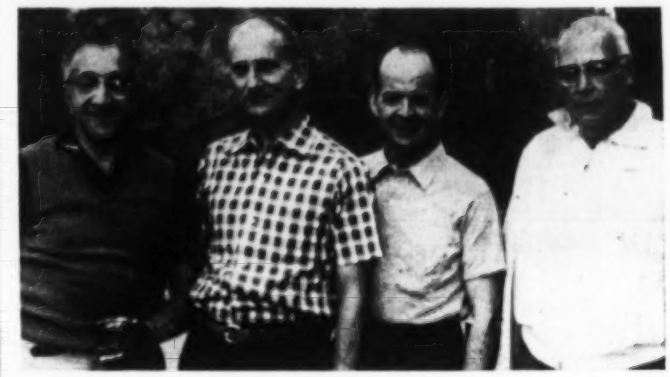
How big is the Oregon retail market? Almost $2½ billion annually. That's double Boston and triple Kansas City!

Largest Circulation Newspaper in the Northwest
242,035 DAILY; 306,014 SUNDAY

The Oregonian
Portland, Oregon
Leads in Retail Grocery Advertising
Sources:
Sales Management Survey of Buying Power, May 10, 1958;
Publishers' Statement for the 6 months ending March 31, 1959, as submitted to A.B.C.
MEMBER OF Represented Nationally by Moloney, Regan & Schmitt, Inc.

Freeman Littleford Fairchild Allen Cole Whitney

ABP OFFICERS—*Elected as officers of the Associated Business Publications for fiscal 1959-60 were Philip D. Allen, president, Maclean-Hunter Publishing Corp. of the U. S., chairman; W. D. Littleford, president, Billboard Publishing Co., 1st vp; William B. Freeman, president, Miller Freeman Publications, 2nd vp; Alan S. Cole, president, Breskin Publications, eastern vp; Edgar W. B. Fairchild, vp and treasurer, Fairchild Publications, secretary; and Charles E. Whitney, president, Whitney Publications, treasurer. Not in the photo are Edward L. Henderson, president, Business News Publishing Co., midwestern vp, and C. W. Leihy, publisher, Electrical West, western vp.*



Rabins Gurley Marchaterre Isaacs

NINETEENTH HOLE—*Just finishing a round of golf during the ABP tournament at Skytop, Pa., were David Rabins, circulation manager, and Albert L. Isaacs, assistant business manager, both of Chain Store Age, and George H. Gurley, president, and Robert J. Marchaterre, eastern manager, both of Packer Publishing Co.*

Cole Donald McGraw Gerardi John McGraw

FORE—*Enjoying a little relaxation during the golf tournament at the Associated Business Publications convention in Skytop, Pa., last week were John L. McGraw (Gold Cup winner), assistant comptroller, Donald McGraw Sr., president, and Joseph Gerardi, exec vp, all of McGraw-Hill, and Alan Cole, president and publisher, Breskin Publications.*

Baltimore Agency Changes Name to Rogers & Collins

Charles R. Collins Jr., formerly exec vp of Welch, Collins & Mirabile, Baltimore, has joined James B. Rogers Associates, Baltimore, as partner. The name of the Rogers agency has been changed to Rogers & Collins. The new agency will enlarge the present Rogers office at 2317 Maryland Ave., Baltimore.

Mr. Collins reportedly will take nine former WC&M accounts with him to augment the new agency's 23 accounts taken over from the former Rogers agency. They are: Ashworth Bros., Winchester, Va.; Battersby Corp., Philadelphia; Geroter-May Corp., Cockeysville, Md.; Hampshire Corp. and Master-Craft Corp., Baltimore; Northern Chemical Industries, Portland, Me.; Uniformly Yours, Baltimore; Intimex Co. and Teletray Corp., Silver Springs, Md.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C.—ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

HAS YOUR ACCOUNTANT OR LAWYER TOLD YOU?

The nation's leading publishers, book and record clubs, business and financial advisory services, gift houses and mail order firms —are constantly seeking new mailing lists.

Examine your files! Do you have coupons from advertising, sample or premium requests, contest entries, sales leads, customer lists, inquiries or prospects? These names are valuable! Over 4,000 companies receive royalty checks from renting their lists. *Your company, too, can enjoy this extra income.*

EXECUTIVE PLANNING CALENDAR

If you have more than 15,000 names, may we send you a brochure describing the income potential from renting your lists? With our compliments you will also receive a spiral-bound 9x12 calendar with spaces for notations and at-a-glance planning features. This unique desk-aid is invaluable in scheduling appointments.

Please request on your company letterhead. State quantity of names available, how acquired and the form in which your list is maintained.

LEWIS KLEID, INC.
25 West 45 • New York 36

Geryk Joins 'Missile Design'

Joseph Geryk, formerly New York area district manager of *Gas and Butane-Propane News*, Chilton Co. publications, has joined *Missile Design & Development*, New York, as manager of western operations. Correspondence to him should be addressed to P.O. Box 2026, Ocean Park, Cal.

Feldman Named Schenley VP

Howard S. Feldman, formerly operations and merchandising manager of the Weinkles chain of liquor stores in Florida, has joined Schenley Import Co., New York, a unit of Schenley Industries Inc., as vp and assistant sales manager.

Jack Thayer Joins KFRC

Jack Thayer, former general manager of WDGY, Minneapolis-St. Paul, has been named vp and general manager of KFRC, San Francisco radio station.

THINK BIG, PARDNERS!
WIN REAL WESTERN HATS!
(or the town of Ulcer Gulch, Arizona)

Gather round, ad buckaroos! Third Prizes in The Saturday Evening Post "Ulcer Gulch" Contest are 100 genuine ranchers' hats! And while you're Thinking Big, consider the First Prize – the town of Ulcer Gulch, Arizona! And the Second Prize—a real live stagecoach! All you have to do is complete a Post jingle! If you're a resident of the U.S. or Canada and with an ad agency or the advertising, sales or marketing department of any national advertiser, call the nearest Post sales office for entry blank. Contest closes July 18, 1959.

ENTER The Saturday Evening POST CONTEST TODAY!

PHOTOGRAPHED IN THE GOOD HOUSEKEEPING CHILDREN'S CENTER

When one plus one equals three

In the happy arithmetic of wedlock, man plus wife often equals child.

We know of no more delightful way of creating new customers, and here in the Good Housekeeping Children's Center this ever-expanding market is under constant study.

Here are displayed the child-oriented products that we have investigated and found good. No food may be shown unless our nutrition experts have accepted it. All of the layettes and pretty dresses on view will launder well. Our Textile Lab has found the boys' and girls' play-clothes sturdy enough to win our approval. And our Engineers are sure the toys and equipment we show are *safe*, as well as fun to own.

Because of our authority, hundreds of women visit us each year, seeking advice on child care. Thousands more write to us. We answer every question and letter, suggesting the brands we know to be satisfactory.

Like a growing family, our influence multiplies. Today 40,930,000* women have confidence in our Guaranty Seal. Which is why, when you marry your good product to our good magazine, you rejoice in the birth of a boom.

*Crossley, S-D Surveys, Inc.

A HEARST MAGAZINE

Good Housekeeping
MAGAZINE AND INSTITUTE

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Agency Finds It Pays to Advertise Advertising

To the Editor: Your tabulation (AA, May 4) on percentage of sales invested in advertising seems to be both complete and very helpful.

It is particularly interesting that service businesses involved in advertising spend 0.54 as a percentage of sales for their own advertising.

Perhaps if people in advertising would spend 2% to 3% for advertising, we would be able to convince more people that the percentages in your tables should be increased, from the profit standpoint of the advertiser involved.

Evidence of the fact that advertising can sell advertising is represented by the enclosed proofs, which are a very few of our advertisements during the past year. We spend approximately 3% of gross income for our own advertising, and for every dollar we spend, we get at least two back.

This may sound somewhat phlegmatic, but it does occur to me that if the people in advertising used more advertising, they might sell more advertising.

I thought you might be interested in these observations, in view of the very dim amount of money spent by "advertising people" for advertising.

Your life depends on the way you drive . . .

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

• • •

Comments on Cervi's Comment on 'Charming Con Men'

To the Editor: Your friend Gene Cervi of Denver (AA, May 11) should know that a confidence man *who deserves the confidence* is not a bad thing to be, and that those who are of this sort will continue to support the advertising business long after the spooks are forgotten who will say anything to attract superficial attention. Or, for "spooks," read conspicuous no-confidence men.

H. B. Rorke,
Keyes, Madden & Jones, Advertising, Chicago.

• • •

Questions Use of 'Scout' Likeness in Ad

To the Editor: As I have always been interested in your column illustrating advertising that hurts our profession, I think the attached ad will be of interest to you, and perhaps suitable for this column.

The ad depicts a figure similar to a Boy Scout with the accompanying headline, "Free Booklet for hard of hearing"—"First Aid for Sick Hearing Aids." This use of a figure similar to a Boy Scout would tend to mislead the public as to the possible connection of the Boy Scout movement and good will with a commercial product. I am aware that the Boy Scouts of America have a policy of planning many articles of equipment for its membership. I feel strongly that only official Boy Scout goods should be advertised as such; and know that the Federal Trade Commission has prohibited unauthorized representations. I understand advertisers are prohibited from using any emblem or symbol adapted and used by the Boy Scouts of America to designate or symbolize that organization or activities of its members.

R. M. Van Brundt,
Advertising Manager, Zenith Radio Corp., Chicago.

• • •

Newspapers 'On the House'

To the Editor: Here's a switch on stuffers inside newspapers. No one paid for his newspaper this morning at the Westport station of the New Haven (except the local Westport sheet). All papers were on the house—the house being Ed Mitchell, whose circular was stapled to the front page of every newspaper. I enclose a copy.

I am not so sure that this is a good thing, and personally, I'd hate to see it become prevalent. I wonder how publication ad managers would like this.

At all events it was of interest to me, and I thought you'd like to know about it.

Joel Lifflander,
The Powerad Co., New York.

• • •

All in a Package

To the Editor: Funny coincidence department. See attached.

You'll note that the *Family Circle* ad ran in April 13 *Supermarket News;* the NBC ad in the April 20 issue. Our ad also runs in Advertising Age.

Of course, the similarity really is coincidence but I thought you'd be interested because there is such a similarity, not only in the ads, but in the media used.

Arthur M. Hettich,
Promotion Director, *Family Circle*, New York.

• • •

'Think'

To the Editor: Readers of your letters column might squeeze one last chuckle from this "Pastoral" variation on a theme by Viceroy.

Ad appeared in several Eastern Shore weeklies. Attached is from the *Cecil Whig.*

W. B. Peirce,
Georgetown, Md.

• • •

Cites Another Ad "We Can Do Without . . ."

To the Editor: Here is another item for your "Advertising We Can Do Without" department.

This is certainly an example of poor advertising psychology and

BRIEF YOURSELF WITH ACB REPORTS

If you plan to invade an unfamiliar market with a consumer product, there are certain things you must know: Who are your competitors? What are their prices? Who are the dealers? How much advertising is needed? What season is best for the product? Is time payment selling customary?

ACB Research Reports will answer these and other questions by giving a clear picture of dealer activity on products in the same category. They will tell you the story for the entire country—or for any city or region you want to investigate.

ACB reads and analyzes every ad in *every* daily and Sunday newspaper in the United States. In so doing, they have available to them vast amounts of quantitative and qualitative information on the what, when, and how of retail selling. This is information unobtainable from other sources. Write for ACB "*Unfamiliar Market*" folder.

For a description of ACB's 14 Newspaper Research Report Services that help you do a better marketing and advertising job for present products, ask for ACB's free 48-page catalog.

ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Fourth Ave. • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave • Memphis 3
51 First St. • San Francisco 5

ACB The ADVERTISING CHECKING BUREAU INC.

How An Agency Makes MONEY . . .

The things we do directly influence the sales curve, the gross and the net (the dividend) of every client we serve.

We're going to make more money because *our clients* are going to make more money.

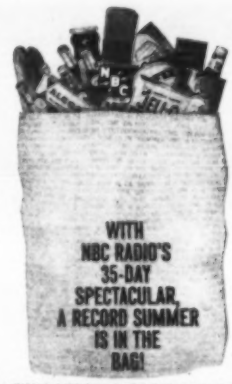
Any questions?

OUR NUMBER IS
WELLESLEY 5-6500

RANDOLPH ASSOCIATES *Advertising*

572 WASHINGTON STREET
WELLESLEY 81, MASS.

AND IT'S GETTING BIGGER ALL THE TIME!



NBC RADIO NETWORK

Ask the man who gets around...

WDBJ is one of the best buys in television . . . anywhere!

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, Anne Howard's PANORAMA, most popular women's show in the area, has an average daily rating of 14.7, and delivers viewers for only 82 cents per M on a 10 Plan; $1.05 on a 5 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at PANORAMA and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS TELEVISION CHANNEL 7

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

BE OUR GUEST!

Enjoy your newspaper with our compliments

WE'VE GOT BIG NEWS FOR YOU — BUT THIS IS THE ONLY WAY WE COULD BE SURE OF GETTING IT ON PAGE ONE!

Here's our news:

Ed Mitchell now has the first COMPLETE selection of men's fine summer suits in Westport.

Tropical Worsteds — Dacron and Worsteds — Cords by America's finest manufacturers at Westport's fairest prices!
Longs — Regulars — Shorts 37 to 46

Drop in to see them

ED MITCHELL

Post Road at Compo

Open Daily 9 to 6 Fridays 'til

TERRA-GRO

LIQUID FERTILIZER

Has Proved Itself!

Place Your Orders Now

THOSE WHO KNOW USE TERRA-GRO

"A Thinking Man's Fertilizer"

JEWELL CHEMICAL Corp.

LYNCH, MARYLAND ..... PHONE: CHESTERTOWN 1230

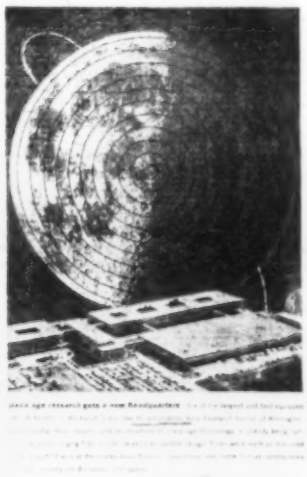
what really surprises me is that a magazine like *TV Guide* would lower itself to take this type of ad.

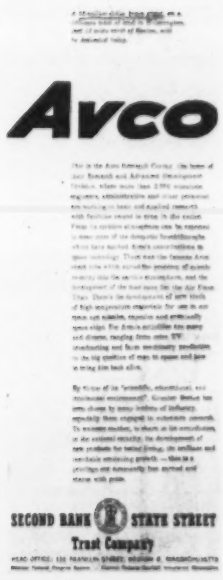
Fred G. Ronai,
Graduate School of Business, Columbia University, New York.

• • •

What's a Few Million?

To the Editor: What ad do you believe? Both of the attached ads appeared in Boston newspapers o.. the same day—on adjoining pages, as a matter of fact. Avco calls its new research center a $16,000,000





project, while the Second Bank State St. Trust Co. describes it as a $23,000,000 plant. Maybe Avco hopes to get a lower tax assessment by using the lower figure. Who knows?

Martin Sheridan,
Director of Information and Publications, The New England Council, Boston.

Consumer Speaks Up

To the Editor: Charles G. Mortimer (AA, May 18): "Learn Consumer Wants." Well, I'll tell you what this consumer wants:

1. He wants to be let alone. He wants you to stop screaming at him and beating him over the head with that bladder full of hot air.

2. Same issue, Page 104: On the Merchandising Front. Surely E. B. Weiss knows, but has forgotten, the difference between a "bucket-shop" and a "boiler-shop." A bucket-shop is a brokerage house that accepts orders to buy and sell but does not execute them. They are put "in the bucket" on the theory that the customers will be wrong more often than they are right. (Bookies do it, too.)

A room containing a battery of telephones manned by fast-talking pitchmen is called a boiler-shop because when they all get to talking at once that's what it sounds like.

John Evans,
Editorial Services, Chicago.

Pemberton Booklet Will Get Your Five Guineas

To the Editor: Some ten years ago, this agency produced on the occasion of an extensive tour of its chairman, Alfred Pemberton, to America, a booklet in which it made the most of its spiritual connection with the previous inhabitant of its office building at 93 Park Lane, London—Benjamin Disraeli, Lord Beaconsfield.

The booklet was extremely well received at the time and favorably commented on by the press.

It was, in fact, so popular that every single copy was distributed and none left in our own files, and we want one rather badly.

We should be happy to pay five guineas to whoever could let us have a copy of that brochure.

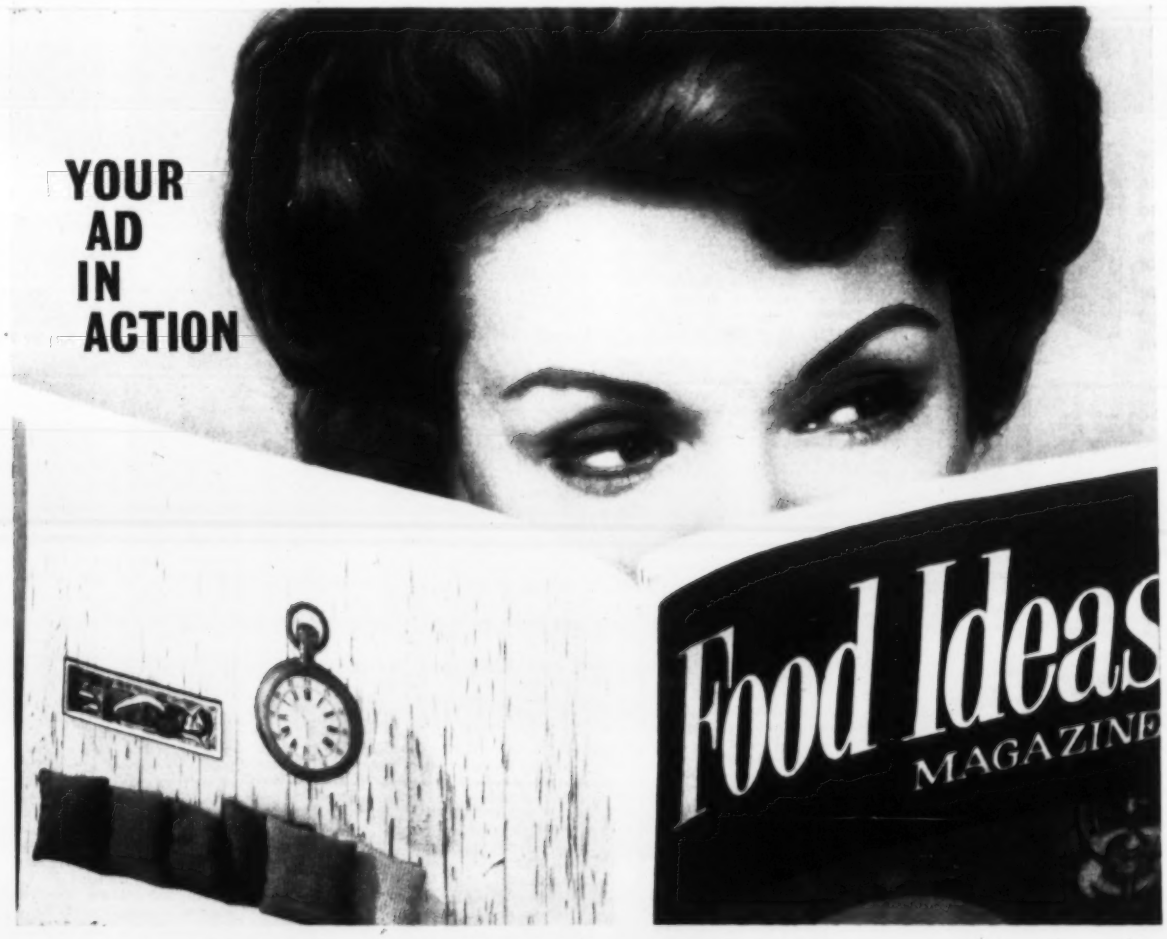
Rene Elvin,
Head of Public Relations, Alfred Pemberton Ltd., London, England.

Hesse Resigns from Schenley

Seymour D. Hesse, vp and a director of Schenley Industries Inc., New York, has resigned as of July 1 and will go into business for himself as a marketing and advertising consultant. He will continue to serve Schenley as a consultant. Mr. Hesse joined the distilling company in 1934. Until recently he was coordinator and administrator of all Schenley advertising and promotion budgets.

MAKE 'EM LAUGH!
Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mattees" monthly mailings. Unusual—effective—economical—exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
2121 E. 9th St., Cleveland 15, O.

Put it where They'll See it
BUT set it so They'll Read it
Here Type Can Serve You
J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1



"BUY ME" it urges ...but she can't buy NOW!

Here, your ad is doing what you pay money to have it do . . . whetting the appetite of the family food buyer.

In a moment she'll turn the page . . . and time will start working against you. A lot of other thoughts will crowd into her mind before she goes shopping — sometime tomorrow.

Your ad, of course, can't follow the housewife to her super market, and point out your brand among the thousands of others on the shelves. But this is the *time and place for selling*.

That's why it's a good idea to balance your marketing program . . . by doing a selling job on all the key headquarters executives and super market operators. They are the men who can "sell" your brand in the store with things like good shelf position, adequate shelf facings, special displays and features.

One sure (and very economical) way to get these important men behind your product or program is sound advertising. The same method that gets Mrs. Consumer's acceptance — can also win their active cooperation.

Progressive Grocer gets your story to key executives in every chain and wholesale organization in the country . . . every super market . . . the stores where 4 out of 5 Americans shop.

These super market men have an important place in your marketing program. They can do a selling job for you where it counts . . . *when Mrs. Consumer shops.*

Progressive Grocer
The Magazine of Super Marketing
Gets to every chain, co-op and voluntary headquarters . . every super market . . the stores where 4 out of 5 Americans shop.

Awards–Chicago, Dayton, Seattle Clubs; Insurance Ads

Chicago Federated Advertising Club

GENERAL CONSUMER MAGAZINES

Product/service campaign—color: Kraft Foods Co., Needham, Louis & Brorby. Honorable mention: Kellogg Co., Leo Burnett Co., and Northern Paper Mills, Young & Rubicam.

Product/service campaign—b&w: Hammond Organ Co., Young & Rubicam. Honorable mention: Motorola, Burnett, and Zenith Radio Corp., Foote, Cone & Belding.

Product/service single ad—b&w: Allstate Insurance Co., Burnett.

Corporate image single ad—color: Campbell Soup Co., Burnett.

Corporate image campaign—b&w: Hallmark Cards, FC&B.

INDUSTRIAL AND BUSINESS MAGAZINES

Products/service campaign—color: Reynolds Metals Co., Clinton E. Frank Inc. Honorable mention: Electromotive division, General Motors Corp., Marsteller, Rickard, Gebhardt & Reed.

Product/service campaign—b&w: First National Bank of Chicago, FC&B. Honorable mention: Cast Iron Pipe Research Assn., the Buchen Co. and Edward Hines Lumber Co., Cunningham & Walsh.

Product/service single ad—color: Westwood Pharmaceuticals, Jordan, Sieber & Corbett. Honorable mention: Motorola, Kolb & Abraham.

Corporate image campaign—color: Chicago Sun-Times, promotion staff.

Corporate image campaign—b&w: (honorable mention only) Superior Engraving Co., Waldie & Briggs.

One-column or less campaign: Roura Iron Works, Marsteller.

FARM PUBLICATIONS

Product/service campaign—color: Massey-Ferguson, Needham, Louis & Brorby. Honorable mention: Murphy Products Co., Aubrey, Finlay, Marley & Hodgson.

Product/service campaign—b&w: International Harvester Co., farm equipment division, Aubrey, Finlay.

Product/service single ad—color: International Harvester, farm equipment division, Aubrey, Finlay.

Product/service single ad—b&w: Crows Hybrid Corn Co., Marsteller.

Corporate image campaign—b&w: Moorman Mfg. Co., Marsteller.

DIRECT MAIL

Single announcement: Steiner Co., Marsteller.

Catalog: (Tie) Brunswick-Balke-Collender Co., Garfield-Linn & Co., and St. Charles Mfg. Co., Norm Ulrich Studios.

Booklets & brochures: Hammond Organ Co., Young & Rubicam. Honorable mention: Automatic Electric & Metachrome, NL&B, and Dot Engravers and its creative staff.

Annual reports: United Air Lines, its advertising staff.

Mail campaign: Green Giant Co., Burnett.

House magazine: National Concrete Masonry Assn., Roche, Rickerd & Cleary.

NEWSPAPERS

National or regional, product/service—color: Borden Chicago milk, Y&R.

Local retail advertising—color: Carson Pirie Scott & Co., its advertising staff.

National or regional, product/service campaign (over 400 lines): (Tie) First National Bank of Chicago, FC&B, and State Farm Insurance companies, NL&B.

National or regional, product/service campaign (400 lines or less): First National Bank & Trust Co., FC&B.

Local retail advertising, "sale" or "bargain" single item ad: The Peoples Gas Light & Coke Co., NL&B.

Local retail advertising, item ad omnibus page unit: Kroger Co., St. Louis division, Campbell-Mithun.

Local retail advertising, product/service single item ad: United States Gypsum Co., Fulton, Morrissey Co.

Local retail advertising, seasonal promotion: Jose Escalante & Co., Edward H. Weiss & Co.

Local retail advertising, product/service campaign: Kroger Co., Cincinnati division, Campbell-Mithun.

OUTDOOR AND TRANSPORTATION

24-sheet poster campaign: Harris Trust & Savings Bank, Burnett. Honorable mention: Holsum Unified Bakers, W. E. Long Co.

POINT OF PURCHASE

Temporary window displays: Hiram Walker, Consolidated Lithographing Corp. Honorable Mention: Abbott Laboratories, Magill-Weinsheimer Co.

Light & motion counter displays: Elgin National Watch Co., its advertising staff.

Light & motion counter displays: Peter Hand Brewery Co., Batten, Barton, Durstine & Osborn.

Signs & wall displays: Alligator Co., W. L. Stensgaard & Associates.

Temporary floor & island displays, merchandisers: Kimberly-Clark Corp., Chicago Show Printing Co.

Light & motion floor & island displays, merchandisers: Kellogg Co., Zipprodt Inc.

RADIO COMMERCIALS

60-second product/service: Gingiss Brothers, Olian & Bronner. Honorable mention: W. F. McLaughlin & Co., Earle Ludgin & Co., and Reynolds Metals Co. and Clinton E. Frank.

20-second product/service: W. F. McLaughlin, Ludgin. Honorable mention: Drewry's Ltd., MacFarland-Aveyard & Co., and Reuben H. Donnelley Corp., Ludgin.

TELEVISION COMMERCIALS

Grand award for product/service and corporate image: Elgin National Watch Co., J. Walter Thompson Co.

Product/service—cosmetics, etc.: S. C. Johnson & Son, FC&B. Honorable mention: Procter & Gamble Co., Burnett, and Purex Corp. and Edward H. Weiss.

Product/service—food, etc.: Philip Morris, Burnett. Honorable mention: Pillsbury Co., Burnett, and Durkee's Famous Foods, Fred Niles Productions.

Product/service—equipment, etc. Elgin National Watch, JWT. Honorable mention: Paper Mate Co., FC&B, and Revere Camera Co. and Fred Niles.

20-second product/service: Hekman Biscuit Co., George H. Hartman Co. Honorable mention: Hertz Corp. Campbell-Ewald.

10-second product/service: Peoples Gas Light & Coke Co., NL&B. Honorable mention: Englander Co., North Advertising.

Kinescope product/service: (Honorable mention only) Hallmark Co., FC&B.

Dayton Advertising Club

(Client and agency)

Class 1—Newspaper—retail, service (larger than ¼ page): (1) Dayton Power & Light Co.; (2 & 3) Rike-Kumler Co.; (honorable mention) Dayton Power, Hugo Wagenseil & Associates.

Class 2—Newspapers, retail, service (¼ page or smaller): (1) People's Bank & Trust Co., Yeck & Yeck; (2) King Cole Restaurant, Advertising & Merchandising; (3) Third National Bank & Trust Co., Wagenseil.

Class 3—Newspaper, retail, goods (larger than ¼ page): (1) Dayton Power & Light; (2) Town & Country Furniture, Wagenseil; (3) Dayton Power, Wagenseil; (honorable mention) Parkmoor Restaurants, Bridges-Sharp & Associates.

Class 4—Newspaper, retail, goods (¼ page or smaller): (1) Yoder of Middletown, Kircher, Helton & Collett; (2) Dayton Journal-Herald; (3) Roth's Office Equipment, Kircher, Helton.

Class 5—Newspaper, retail, service or goods (Black and one or more color): (1) Rike-Kumler; (2) Pennington Bros., Bridges-Sharp.

Class 6—Magazines, consumer (page or larger in color): (1) Yoder, Kircher, Helton; (2) Planters Nut & Chocolate Co., Don Kemper Co.; (3) Frigidaire, Kircher, Helton; (honorable mention) Airtemp division, Chrysler Corp.

Class 7—Magazine, consumer (page or larger, b&w): MacGregor Co., Wagenseil.

Class 8—Magazine, consumer (smaller than page): (1) Huffman Mfg. Co., Yeck & Yeck; (2) MacGregor, Wagenseil; (3) Lowe Bros., Kircher, Helton.

Class 9—Magazines, business (page or larger in color): (1) Dayton Rubber Co., Geyer, Morey, Madden & Ballard; (2) E. F. MacDonald Co., Kemper; (3) Reynolds & Reynolds, Weber, Geiger & Kalat.

Class 10—Magazines, business (page or larger b&w): (1) Ebco Mfg. Co., Geyer; (honorable mention) WHIO, Kircher, Helton.

Class 11—Magazines, business (smaller than page): Frigidaire, Kircher, Helton.

Class 12—Magazine, trade, dealer, insert: No awards given.

Class 13—Magazine, trade, dealer (page or larger in color): (1) Frigidaire, Kircher, Helton; (2) Quick Mfg. Co., Kemper; (3) Hobart Mfg. Co.; (honorable mention) Inland Homes Corp., Geyer.

Class 14—Magazine, trade, dealer (page or larger b&w): (1 & 2) Frigidaire, Dancer, Fitzgerald & Sample; (3) Extermitat Chemicals Inc., Kemper.

Class 15—Magazine, trade, dealer (smaller than page): Monarch Marking System Co., Wagenseil.

Class 16—Magazine, trade, industrial (insert): (1, 2 & 3) Howard Paper Mills, Kircher, Helton.

Class 17—Magazine, trade, industrial (page or larger in color): (1) Diamond-Gardner Corp., Kircher, Helton; (2) Robbins & Myers; Weber, Geiger; (3) United Aircraft Products, Weber, Geiger.

Class 18—Magazine, trade, industrial page or larger b&w): (1) Price Bros., Yeck & Yeck; (2) Standard Register Co., Kemper; (3) Inland Mfg., Geyer.

Class 19—Magazine, trade, industrial (smaller than one page): (1, 2 & 3) Crystal Tissue Co., Kircher, Helton.

Class 20—Direct mail, individual mailing, consumer: (1) Third National, Wagenseil; (2) Mead Corp.; (3) MacGregor Co., Wagenseil; (honorable mention) Governor's Hill, Murphy & Lang.

Class 21—Direct mail, individual mailing, dealer or salesmen: (1) Univis Lens Co., Kircher, Helton; (2) Siebenthaler Co., Wagenseil; (3) Frigidaire.

Class 22—Direct mail, individual mailing, industrial: (1) Dayton Rubber Co., Graphic Service; (2) Price Bros., Yeck & Yeck; (3) Wayne Colorplate Co. of Ohio; (honorable mentions) Black Clawson Co., Parker Advertising, and Ebco Mfg., Geyer.

Class 23—Direct mail, complete campaigns: (1) Huffman Mfg., Yeck & Yeck; (2) National Tag Co., Yeck & Yeck; (3) Reynolds & Reynolds; (honorable mentions) Dayton Rubber Agricultural, Graphic Service, and International Circulation Managers Associates, Parker Advertising.

Class 24—Sales promotion, dealer newspaper ads prepared by manufacturers: (1) Knipco Inc., Yeck & Yeck; (2) Get-Up Bottling Co., Advertising & Merchandising; (3) Frigidaire, Kircher, Helton; (honorable mention) Frigidaire, Kircher, Helton.

Class 25—Sales promotion; booklets, folders, stuffers, consumer: (1) Mead Corp.; (2) MacGregor, Wagenseil; (3) NCR Credit Union, Graphic Service; (honorable mentions) National Cash Register; NCR Credit, Graphic Service; and Cole-Layer-Trumble Co., H & H Art Studios.

Class 26—Sales promotion; booklets, folders, stuffers; dealer or salesmen: (1) Howard Paper Mills, Kircher, Helton; (2) Quick Mfg. Co., Kemper.

Class 27—Sales promotion; booklets, folders, stuffers; industrial: (1) Dayton Rubber, H & H; (2) Yoder, Kircher, Helton; (3) Dayton Malleable Iron Co., Kircher, Helton.

Class 28—Sales promotion, external house organs: (1) Dayton Power; (2) National Management Assn.; (3) Huber Homes, Alex Kaye & Associates; (honorable mention) Geo. A. Pflaum Publishers.

Class 29—Sales promotion, sales presentation books: (1) Planters, Kemper; (2) National Cash Register; (3) Lowe Bros., Kircher, Helton.

Class 30—Sales promotion, catalog, consumer: (1) Spring Hill Nurseries, Kemper; (2) Frigidaire.

Class 31—Sales promotion, catalogs, dealer or industrial: (1) MacGregor, Wagenseil; (2) Univis Lens; (3) Standard Register Co.; (honorable mention) Vaughan's Seed Co., Kemper.

Class 32—Sales promotion, point of sale material: (1) Knipco, Yeck & Yeck; (2) Lowe Bros., Kircher, Helton; (3) Dr. Locke Shoes, Geyer.

Class 33A—Radio, live commercials (20 seconds or longer): (1) Gem City Savings Assn., Kircher, Helton; (2) Ohio Yellow Cab Co., Wagenseil; (3) Dayton Power, Wagenseil.

Class 33B—Radio, transcribed commercials (20 seconds or longer): (1, 2 & 3) Airtemp division, Chrysler Corp.; (honorable mentions) Son Development, Kircher Helton, and WING.

Class 33C—Radio, live and transcribed commercials (8 seconds or ID): Cantrell & Guy, Murphy & Lang.

Class 33D—Radio and tv jingles: Bonded Oil, Wagenseil.

Class 34A—Tv, straight film commercials (20 seconds or longer): (honorable mentions only) Planters, Kemper, and Spring Hill, Kemper.

Class 34B—Tv, slide and/or drop card commercials (20 seconds or longer): No awards.

Class 34C—Tv, slide and/or drop card commercials (8 seconds): (1) Sucher's Packing Co., Bridges-Sharp & Associates; (honorable mention) Ohio Kitchens, Murphy & Lang.

Class 34D—Tv, live commercials: (1) Planters, Kemper; (2) Sucher's Packing, Bridges-Sharp; (3) Dayton Power, Wagenseil.

Class 35—Miscellaneous, annual reports: (1) Mead Corp.; (2) Standard Register, Kemper; (3) Armco Steel Corp., H & H Studios; (honorable mention) United Aircraft, Dayton Tech Art Co.

Class 36—Miscellaneous, outdoor advertising (including company trucks and buses): (1) Dayton Power; (2) Parkmoor Restaurants, Bridges-Sharp; (3) Dayton Power.

Class 37—Miscellaneous, car cards (interior only): (1) Dayton Power, Wagenseil; (2) WLW-D.

Class 38A—Miscellaneous, show and exhibit: (1) Frigidaire, (2) Delco Products, Merchandise Display Inc.; (3) Delco-Remy, Merchandise Display.

Class 38B—Miscellaneous, owners' manuals: Frigidaire.

Class 38C—Miscellaneous, labels and tags: (1) Univis Lens; (2) MacGregor, Wagenseil; (3) Quick Mfg., Kemper.

Class 38D—Miscellaneous, store identification: No awards.

Class 38E—Miscellaneous, packaging: MacGregor, Wagenseil.

Class 38F—Miscellaneous, unclassified: (1) Univis Lens; (2) Dayton Adclub, Yeck & Yeck; (3) National Tag, Yeck & Yeck; (honorable mention) Mead Corp.

Seattle Art Directors Seattle Advertising & Sales Club

(Awards name art director, artist, client and agent in that order.)

SPECIAL MERIT

Design, newspaper advertising: Wynn Jamison, Ruth Pande, the Bon Marche.

Design, newspaper advertising: Jim Peck, Harry Bonath & Associates, West Coast Airlines, Miller, Mackay, Hoeck & Hartung.

Design, institutional: Les Shaw and Mits Katayama, Mits Katayama-Graphic Studies, Farwest Printing & Lithographing Co.

Illustration, newspaper advertising art: Bob Todd, Ted Rand-Graphic Studios, Brock Adams, Miller, Mackay.

MERIT AWARDS

Design, newspaper advertising: Myron Graybill, Ted Rand, Frederick & Nelson.

Design, booklets and folders: George Gulacsik (artist and director), Boeing Airplane Co., for sales presentation, transport division.

Design, point of sale: Geoff Relf, Mits Katayama-Graphic, Western Charcoal Co., Honig-Cooper, Harrington & Miner.

Design, point of sale: Douglas Hansen, Mits Katayama-Graphic, Caravan Inn of Western Hotels, Cole & Weber.

Design, institutional: Fredrick Walsh (artist and director), Blue Flame Distributors; Cone Co.

Illustration, magazine advertising: Mary Ann Levesque, Ted Rand-Graphic Studios, Pendleton Woolen Mills, Botsford, Constantine & Gardner.

Illustration, newspaper advertising: Jim Peck, Art Hupy and Robert Morgan, Sicks' Seattle Brewing Co., Miller, Mackay.

Illustration, newspaper advertising: Myron Graybill, Ted Rand—Graphic Studios, Frederick & Nelson.

Illustration, newspaper advertising: Geoff Relf, Ray Gerring—Studio Art, Pacific National Bank, Honig-Cooper.

Illustration, trade magazine advertising: Joe Hamanaka, Mits Katayama-Graphic, Northwestern Life Insurance Co., Grant Advertising.

Illustration, booklet, direct mail: Perry Acker; Charles Swanberg, George Tonagi, Harry Bonath & Associates; American Printing & Lithograph Co.

Illustration, booklet, direct mail; John Lee (artist and client).

Illustration, editorial: Charles R. Pearson (artist), House & Home.

Illustration, institutional, Mits Katayama—Graphic; (director and artist), Graphic Studios.

Television, commercial, animated: Marlowe Hartung, Ray Patin, Seattle Packing Co., Miller, Mackay.

Television, commercial, live action: Marv Weinstein, Canyon Films, Sicks' Seattle Brewing Co., Miller, Mackay.

Experimental: artist, Douglas R. Sandland.

Insurance Advertising Conference Awards

(To agents and brokers)

Division 4 (over $250,000 annually): Oscar award—Mitchell-Vincent Co., Bryan, Tex.; Newspaper—Wimbish Insurance Agency, Greensboro, N. C.; Direct mail—Lance & Co., Medina, O.; Radio-tv—Tucson Realty & Trust Co., Tucson, Ariz.

Division 3 ($100,000 to $250,000 annually): Oscar award—Justus Mulert Co., Pittsburgh; Newspaper—Byse Agency, Laconia, N. H.; Direct mail—Arthur W. Ruff Insurance Agency, Chicago; Radio-tv—Bacon Insurance, El Dorado, Kan.

Division 2 ($50,000 to $100,000 annually): Oscar award—Tom Bartlett Insurance Agency, North Baltimore, O.; Direct mail—Cutshall Agency, Allentown, Pa.; Radio-tv—Douglas Insurance Agency, Mason City, Ia.

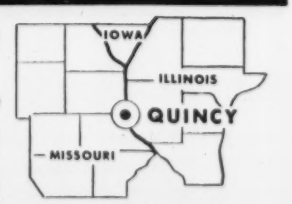
Division 1 (under $50,000 annually): Oscar award—Wilson A. Roberts, Williamstown, Mass.

Expert help
. . . for creating inspired layouts . . . for running the art department
Advertising layout and art direction
Stephen Baker
ADVERTISING LAYOUT AND ART DIRECTION
In quick, precise, illustrated stages, this remarkably different book covers both the creative and directorial aspects of developing a graphic advertising idea and seeing it through to production. It emphasizes getting the right story across to the consumer without sacrificing good design. Brisk descriptions explain each step you follow. Hundreds of specially selected illustrations demonstrate each point.
Techniques for making layouts and TV storyboards
The book shows you, with sample after sample, what you get with various art tools, how to use them, what makes a composition "good," how to choose type for readability, how to get the ad noticed—and read, how to apply your knowledge of production creatively, and much more.
The art director's job
. . . is explained along with techniques for working with the copy staff, the account executives, and the clients. You see how to keep your creative spirit alive . . . how to get your money's worth when you buy art . . . how to run the department to get the work out and still keep the staff enthusiastic, and so on.
JUST PUBLISHED in the McGraw-Hill Series in Marketing and Advertising
324 pages 8½ x 11 $13.50
ALMOST 1,000 ILLUSTRATIONS
Written and designed by STEPHEN BAKER, Senior Art Director and Group Head at Cunningham & Walsh—well known in the field for his unusual creative talent.
10 DAYS' FREE TRIAL
Mail coupon below
McGraw-Hill Book Co., Dept. AGE-6-8
327 W. 41st St., New York 36
Send me Baker's Advertising Layout and Art Direction for 10 days' free examination on approval. In 10 days I will remit $13.50, plus few cents delivery costs or return book postpaid. (We pay delivery costs if remittance accompanies coupon; same return privilege.)
Name (print)
Address
City Zone State
Company
Position
For price and terms outside USA, write McGraw Hill Int'l., N.Y.C. AGE-6-8

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market



ONE NEWSPAPER WIDE

ONE OF AMERICA'S FINEST 1-STOP SHOPPING CENTERS OPENS IN QUINCY. Quincy's biggest market news is the 29-unit, multi-million dollar, Casto Shopping Center recently opened—a big plus when you buy the rich 333,000 Quincy Tri-State Market. Write for details.

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

Represented by The John Budd Company

50,111 ABC CITY ZONE POPULATION

WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Put people around a luncheon table...

at businessmen's club, factory cafeteria, bridge party, anywhere. At the start, the talk may center on inflation, Khrushchev, bargain sales, fallout or mothers-in-law—but three to one it will get around to television. Television is important to most Americans. And it is the only beat of TV GUIDE magazine. TV GUIDE covers it broadly, entertainingly, objectively, colorfully and with showmanship. The terrific interest in its subject is why the magazine reaches the homes of more than 7 million families weekly . . . why every day some 15 million people read it. And this terrific interest spawns dramatic advertising results. Which explains the explosive upturn in TV GUIDE advertising volume.

TV GUIDE

Jelly Bean Frozen Treats Introduced in Spot TV

Flavor Saver, New York, manufacturer of flavor concentrates, will introduce its new product line, Jelly Bean Frozen Treats, in a spot tv campaign which will include two live announcements per week on "Romper Room," WNEW-TV, and three spots per week on "Johnny Jellybean," WABC-TV, both in New York. The spot schedule is expected to fan out into 60 major markets for the ice cream, sherbet and milk confections mixed with multi-colored candies. The products will also be featured in page ads in *Ice Cream Field* and *Ice Cream Trade Journal*.

The products are being offered to dealers on a franchise basis. Flavor Saver offers to pay for tv spots in each dealer's exclusive territory. In the New York area, franchise agreements have been signed with Dairycrest, Blue Dell and R&G Milk Products. Joseph S. Gould Associates handles public relations and advertising for Flavor Saver.

t.f. Club Elects Bassinette

The Eastern t.f. Club, a group of business paper space salesmen, has elected Robert L. Bassinette of *Progressive Architecture* president. Hugh Robinson of *Purchasing* and James L. Ozanne of *Foundry* were elected 1st and 2nd vps. Halsey Darrow of *Industrial Marketing* and Willis S. Drake of *Mechanization* were reelected secretary and treasurer.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y
Phone BArclay 7-5371
2136 P St. NW, Washington 7, D.C.—ADams 2-5308
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

$1,000,000 Ad Budget (and No Salesmen) Keeps Murine's Big Lead in Eyewash Field

(Continued from Page 2)

$50,000. Newspapers and magazines were the first national media used.

Murine started using network radio in the early 1930s and has been a heavy radio advertiser since. The company's first program was the "Burlington Liar's Club," one of the Mutual Radio Network's first shows.

■ Murine has invested an average of $1,000,000 yearly in advertising for the past five years. In 1958, about 65% of the ad dollars went into magazines and newspaper supplements (80% of this total to magazines, the rest to supplements), and the rest of the money was invested in radio shows in 45 selected markets.

James B. Braun

Among the magazines used by Murine last year were *Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Modern Romances, Sunset Magazine, The Saturday Evening Post*, and *True Story*. Also on the print schedule were First Three Markets, *Parade* and *This Week Magazine* and *Farm Journal* and several other farm publications.

"We have always received noticeable results from our radio advertising," James B. Braun, president and treasurer of the company, told ADVERTISING AGE. "We like to sponsor top radio personalities in selected cities, but we usually limit our sponsorship of their shows to 13 weeks. As a rule, they wear themselves out after 13 weeks, although we found that Arthur Godfrey was an exception."

The Murine president, who makes all of the company's advertising and marketing decisions, said Murine tried television but obtained no results. "Tv is too costly, and it didn't do the job for us," he said. "We haven't used it since 1956."

■ Overseas, Murine uses primarily newspapers and magazines, although in Australia, only radio is employed. Murine products are sold in 70 foreign countries (Russia not included) on five continents. A hefty 10% of Murine's total ad budget goes into foreign advertising, which also is placed by J. Walter Thompson Co.

Murine commands a 60% share of the eyewash market, and sells more eyewash than all of its competitors combined. There are more than 100 competitive eyewash products. Murine estimated that its strongest competitor has a 6% share of market.

The company markets only one product—Murine eyewash—in two sizes. The standard size (4 drams) bottle sells for 59¢ and the large size (12 drams) for 98¢. Retailers make a 35% mark-up on the products.

■ "Advertising has done a fine job for us," Mr. Braun said. "It has proved that it can build up and maintain consumer demand for a product."

Merchandising activities for Murine, which formerly were handled primarily by company salesmen, now are in the hands of rack jobbers and druggists. Murine has contracts with these companies and individuals for such things and building displays and putting up point of sale material in retail outlets.

Murine Co.—a pioneer in the eyewash field—was founded in 1897 by two Chicago ophthalmologists—Dr. James B. McFatrich, and his brother, Dr. George W. McFatrich—and Otis F Hall, a Spokane, Wash., banker.

The doctors treated Mr. Hall for an ulcer of his eye which was caused when he was hit in the face by his horse's tail. Mr. Otis was so impressed by the eyewash solution developed by the McFatrich brothers that he worked for seven years to convince the doctors that they should go into business to sell the solution to the general public. #

Four Join ARF

Advertising Research Foundation, New York, has added four new members: Dow Chemical Co., Midland, Mich.; Hugh C. MacLean Publications Ltd., Don Mills, Ont.; department of journalism, University of Michigan, Ann Arbor, and Stockholm School of Economics, Stockholm, Sweden.

"How I use Murine to soothe my eyes and so relax tension"
ANNE FOGARTY
famous designer and fashion authority
"Every day is a busy day for my eyes because there is so much 'close work' in fashion designs. I keep Murine handy to soothe and rest my eyes. Helps relax tension, too." Like Miss Fogarty, you'll find Murine is so soothing to tired eyes. It gently floats away the discomforts of close work, smoke, dust and glare. Makes your eyes feel clean and refreshed. Murine is a comfort morning and night.
MURINE FOR YOUR EYES
"How I use Murine to soothe my eyes and so relax tension"
BEN ALEXANDER
Sgt. Smith of "Dragnet"
"Off camera, I'm a Ford dealer operating three agencies. I drive miles every day, often in smog, dust and glare. When my eyes smart and feel 'gritty,' I use Murine. It's cleansing and comforting." Ben Alexander is right. Just a couple of drops of Murine in each eye seems to float away discomforts of close work or outdoor exposure and so helps relax tension. Use Murine morning and night and whenever your eyes need rest.
MURINE FOR YOUR EYES
"How I use Murine to soothe my eyes and so relax tension"
CANDY JONES
President of the Coroner Career Girl Course, Inc., New York City.
"I've discovered this refreshing idea to help me during a busy day," says Candy Jones. "I rest my eyes with Murine. Just two drops of Murine in each eye soothes and comforts and helps relax tension." Use Murine to refresh your eyes anytime they have that tired feeling from close work, dust or glare. Murine cleanses gently as it soothes and comforts. Makes your eyes feel so good.
MURINE FOR YOUR EYES

MURINE TESTIMONIALS—*These ads are typical of a testimonial campaign being run in magazines this year by Murine Co., Chicago. J. Walter Thompson Co., Chicago, is the agency.*

NIAA Dues Boost Plan Faces Stiff Debate at June Parley

CHICAGO, June 2—Stiff, but not decisive, resistance has built up to the increased dues proposal to be voted on at the June 15 San Francisco meeting of the National Industrial Advertisers Assn.

The June *Industrial Marketing* reports that at least five of NIAA's 30 chapters will definitely vote against the dues boost recommended by NIAA's organization and development committee (AA, May 4).

IM surveyed the chapters, got answers from 15 and learned that eight chapter presidents feel a dues boost would cut memberships; the other seven said it wouldn't make much difference. Five presidents told *IM* their members weren't satisfied with the national NIAA, and seven said their members were satisfied "only to a limited extent." Only two said their members were generally satisfied.

Two chapters, Chicago, and Rockford, Ill., meanwhile, have told ADVERTISING AGE of their voting plans. Chicago will vote for a dues increase "if our delegates can see tangible results accruing to the Chicago chapter" and will vote in favor of both the sustaining membership and the advisory committee provisions. It will vote against dropping "National" from the NIAA name to accomodate the Canadian members.

Rockford will vote against both the dues increase and sustaining membership provisions. It hasn't decided on the name change issue, but is inclined to favor the change.

Rockford chapter president Roger Peterson of Barber-Colman Co., Rockford, sent a letter to all chapter presidents announcing his chapter's dissatisfaction with the dues and sustaining membership proposals—and the national NIAA in general. #

General Insurance Signs for 'Monitor' Sports Shows

General Insurance Co. of America, Seattle, has signed to sponsor segments of NBC Radio's "Monitor," the contract calling for 13 five-minute sports programs each weekend Aug. 29 through Nov. 22 this year and April 2 through June 25 next year. This sponsorship is part of a more than $1,000,000 effort which will include space in *The Saturday Evening Post, Sunset Magazine* and *Time*, starting in the fall.

The campaign will support Safeco auto insurance and General's all-in-one home owners' policies and commercial insurance. Co-op advertising in newspapers, radio, tv, outdoor and direct mail also will be used. Cole & Weber, Seattle, is the agency.

SELLING IN NORTH CAROLINA CALLS FOR THE

A BIG HELPING FOR FOOD ADVERTISERS

(1) With the byline of graduate home economist Beth Tartan, and others, the Journal and Sentinel pages carry more than 4200 lines of lively food news every week.
(2) As a source for food buying information the Journal and Sentinel deliver 73% penetration in an 11-county market with retail food sales of $113,792,000.
(3) From the Journal and Sentinel research department comes a continuous monthly grocery inventory with sales and distribution progress reported on more than 450 food brands and sizes in the Winston-Salem Metropolitan Area.

WINSTON-SALEM JOURNAL AND SENTINEL
(MORNING) (SUNDAY) (EVENING)

CIRCULATION NOW 105,147
(Sunday 75,963)
Statement ending March 31, 1959

IN FACT, you can't cover North Carolina without the Journal and Sentinel

REP. KELLY-SMITH COMPANY

In Montreal . . .

The direct route to sales results in the English market is through The Star—the "must" newspaper on your Montreal schedules.

Ask for The Star's latest Market book.

The Montreal Star
Represented nationally by O'Mara and Ormsbee Inc.

In the New York market

8,210,000 ADULTS BUY GROCERIES

within a single week

—and 42% of these grocery buyers are Daily News readers...total more than all other New York City morning papers combined, or all evening papers combined!

Source: *Profile of the Millions—2nd Edition, a comprehensive study of the New York Market. (For a presentation, call any News office.)*

In The News alone you reach 3,490,000 adult food buyers in any week—market enough to clear supermarket racks, move trainload orders, ring cash registers all over the metropolitan area. The fact that grocery store advertisers for more than two decades have spent more in The News than in any other New York newspaper is evidence that it gets results.

And The News can sell caviar as well as cornflakes, supermarket deals or suburban developments, any major purchase item—because it delivers more than mere numbers! More middle and high incomes, more families with children, more home and car owners, more quality buying power; as well as a better reception for advertising, and better response. No other medium delivers so much sell for the money.

If you aren't realizing the volume you should have in America's first market, you owe it to yourself to take a new look at The News. Any News office can give you the details.

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4—3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

TRADING STAMPS REVISITED

Add to the fisherman who used stamps for bait, and the holdup man who wore a sheet of stamps for a mask—the guy who paid a $100.00 fine in court—and asked the judge if he was entitled to trading stamps on the fine. Think about it, friends. If such a thing ever came into being, folks might be inclined to limit all their law-breaking to just those communities that give stamps.

Before someone suggests that BURGOYNE give trading stamps, we'd like to change the subject to store panels, and specifically—the way in which BURGOYNE store panels are established. In every market where we are set up for sales studies (nearly 50 at present count), there is a network of 20 to 40 key-location stores that serve as our information centers. These panel stores must be representative of the market, and must agree to continuing product audits at regular specified intervals. That way, every sales study is made—from beginning to end—in the same store group. Naturally you may choose as few or as many stores for your test, as you wish.

* * * * *

Matter of fact, you may select any combination of test cities you wish, too. BURGOYNE Test Cities are located from coast-to-coast and meet as closely as possible, the recognized requirements for ideal testing conditions: stable; accessible, isolated; adequate size; typical; diverse income source; adequate media coverage. But best of all, of course, because BURGOYNE is permanently set up and ready to go in each test city, you pay only for the facts—and not a penny for the cost of getting ready to go out and get the facts.

* * * * *

Whether you are considering a market test now, or not—you owe it to yourself to have the full story on the BURGOYNE operation at close hand for ready reference. Write or phone—we'll send complete info to you promptly.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

FTC Sets Ad Code for Textile Fabric Fiber Identification

WASHINGTON, June 2—The Federal Trade Commission last week announced adoption of regulations controling advertising and labeling of textile products when the textile fiber identification act goes into effect next March.

Patterned after the Wool Labeling Act, the law passed by Congress last September requires disclosure of the fiber content of all major products ranging from wearing apparel, rugs and draperies to doilies and dish clothes.

The rules define the terms that are to be used on labels attached to the product.

FTC officials point out that under the law, merchants have an affirmative responsibility to include a fiber disclosure in all advertising involving any implication with respect to fiber content.

■ "If the ad merely says 'ladies' dresses'," an official explained, "no disclosure is necessary, but once the ad involves an implication of fiber content, such as 'satin dresses,' it must also include a statement listing the kinds of fiber in the fabric, and an indication of the percentages."

Rules published last week include a few technical modifications of the tentative rules circulated by FTC for industry comment last winter. FTC Chairman John Gwynne said industry people had provided "constructive comments and suggestions."

The act is intended to protect consumers by assuring truthful disclosure of fiber content, and to help textile producers, manufacturers and distributors by eliminating unrevealed presence of substitutes and mixtures. #

April Linage in Dailies Rose 11.8%, Media Records Says

NEW YORK, June 2—Media Records check of newspaper ad linage in 52 cities shows total linage for April at 255,002,185 lines, up 11.8% over linage reported in April, 1958.

Linage for the four-month period ended April 30 was 881,082,141 lines, a gain of 4.7% over the same period last year.

Ad linage in all categories was up in April, with biggest gains reported in financial, classified and automotive advertising.

Financial linage totaled 4,783,312 lines, up 23.3%; classified was 63,151,807 lines, an 18.1% increase, and auto linage was 15,710,088 lines, an 18% increase over April, '58.

For the year to date, all categories reported gains except automotive linage at 45,885,253 lines, down 2.4% from the comparable period last year, and general ad linage at 115,975,795 lines, off 0.4% from the same period in 1958. #

Curtis Quarter Earnings Up

Curtis Publishing Co., Philadelphia, had first quarter earnings of $479,433, or 1¢ a common share, on revenues of $50,782,981, compared with $250,472, or a loss of 5¢ a share, after preferred dividends on revenues of $45,060,879 for the same period the year before. Robert E. MacNeal, president, said the company expects further improvement in the second half of 1959.

St. John Boosts Spannaus

Charles E. Spannaus has been promoted from sales promotion representative for St. John Associates, New York direct mail company, to general sales manager for all direct mail advertising.

LOOK-SEE—*An 8x10" three-dimensional transparency keynotes this Realist stereo counter display being distributed to camera dealers.*

Stereo Realist Lives Up to Name in Its New Display

MILWAUKEE, June 2—Realist Inc., manufacturer of a 35mm stereo camera, believes the best way to sell stereo is to show stereo.

With that in mind, the company decided to create a point of purchase display that would be consistent with the stereoscopic theme.

Peep holes to view three-dimensional slides, comparison of three-dimensional slides with ordinary slides, tricky dimensional copy, shadow boxes with dioramas and other ideas were all tried and discarded in favor of a three-dimensional color transparency.

The result is the work of Amour Gilman Inc., Chicago display company, and the Realist sales staff. The color transparency has been supplied by Three Dimensionals Inc., Hollywood.

It features two goldfish in a lagoon, creating an illusion of depth.

■ In the lower left-hand corner of the display is a metal frame accomodating a testimonial photo of a motion picture star, and below the frame is a set of duplicate slides made from originals taken by the star.

Copy reads: "Here are some pictures I made with my Realist camera." And a Realist stereo hand viewer is placed beside the slides. A copy message invites the customer to "See for yourself."

The first displays feature William Holden and Alfred Hitchcock. Others to follow will be Cary Grant and Doris Day.

The display is 22½" high, 17" wide and 7" deep. #

N. Y. Life Promotes Abbott

John M. K. Abbott has been promoted from 2nd vp to vp in charge of public relations and advertising of New York Life Insurance Co., a new position.

Transfilm Signs Contract for Wylde Animations

Transfilm, New York, tv and industrial film producer, has signed an agreement with Wylde Studios for exclusive rights to the latter's animation and art services. Wylde will move its animation facilities to Transfilm's office at 35 W. 45th St.

Transfilm told ADVERTISING AGE that the affiliation did not constitute a merger. However, billing on all new Wylde contracts will be routed through Transfilm's accounting department. Immediate plans of the affiliated companies call for the production of tv cartoon films for programming.

'American Milk' Joins ABP

American Milk Review & Milk Plant Monthly, published by Urner-Barry Co., New York, has been elected to membership in Associated Business Publications, New York.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

LAST CHANCE TO ENTER THE SATURDAY EVENING POST

"ULCER GULCH" CONTEST!

1ST PRIZE!
The town of
Ulcer Gulch, Arizona
(with nearby gold mine)

2ND PRIZE!
A real live ride-'em
cowboy-type stagecoach!

3RD PRIZES!
100 real western hats!
(fit ten-gallon heads)

ENTER TODAY!

If you're a resident of the U. S. or Canada and with an ad agency, or the sales, marketing or advertising department of any national advertiser, call the nearest Saturday Evening Post sales office for entry blank.

All you have to do is complete a Post jingle! Contest closes July 18, 1959.

SOMEWHERE WEST OF LARAMIE

is a man heading for one of the 4 New York Sheraton Hotels. His room reservation was confirmed across the continent in just 4 seconds — thanks to Reservatron. All it takes is a call to the nearest Sheraton to set in motion this world's fastest reservation service. Next trip, try it. **WANT A FAT FREE BOOKLET?** Why not? — its 96 pages extol the delights of 47 Sheraton Hotels in 39 major cities. And besides, you'll help us test this ad. Address: Sheraton Corp., Ad Age Ad #2, 470 Atlantic Avenue, Boston, Massachusetts.

Holland Resigns as Enloe Exec VP After Six Months

(Continued from Page 1)
annual convention of the American Medical Assn.

Enloe, an agency specializing in ethical drug advertising, lured Dr. Holland from his $18,000-a-year government post last January (AA, Dec. 22). As medical director of the Food & Drug Administration's bureau of medicine for five years, Dr. Holland had had the final say on the marketing of all new drugs.

■ He left FDA to become exec vp and chief operating officer of Enloe. He had rejected several attractive offers from pharmaceuti-

Albert H. Holland

cal companies, deciding that in the agency business he would find it easier to build an equity for himself. He had planned to become a substantial stock owner in the Enloe shop.

At the time, he told ADVERTISING AGE that he hoped to build additional volume for the Enloe agency, perhaps by accepting assignments from "the right kind" of proprietaries (AA, Jan. 19).

Today, Dr. Holland told AA he quit because of "differences of philosophy on how to build a business." He has no immediate plans but he expects to remain in the pharmaceutical business.

■ Dr. Cortez F. Enloe, who is, like Dr. Holland, a physician, refused to discuss the matter, asserting that it is "an internal affair." He added, however, that things were going "swimmingly" at his agency.

■ At Doherty, Clifford this week, there was no news on any replacement for Mr. Duryea.

Mr. Duryea's departure came as a surprise, because the agency's ethical drug business had picked up sharply after he came aboard. In his one-year stint, Merck & Co. increased its budget substantially, and two new clients—Ciba and Hoffman-LaRoche—were added.

William Duryea

At Mr. Duryea's old shop, William Douglas McAdams Inc., Gil Totten, top vp, confirmed this week that he is leaving (AA, June 1). Mr. Totten said he is returning to his home town, Cincinnati, and his old company, William S. Merrell, a Vick pharmaceutical subsidiary, to become director of advertising and sales promotion. #

Distelhorst Joins Beaumont

Stuart D. Distelhorst, formerly sales promotion manager of Orr & Sembower, Reading, Pa., manufacturer of packaged automatic boilers, has joined Beaumont, Heller & Sperling, Reading agency, as a member of its client service group.

Introducing New

Maxwell House Western Blend

-the coffee that's so good you can drink it hot as fire and black as night

It tastes as good as it smells!

Congratulations, Maxwell House-the only instant coffee in Chicago that still outsells new Aroma-Roast Sanka!

BLENDS AND BOUQUETS—*Maxwell House Western Blend coffee bows in Denver and Seattle with r.o.p. color newspaper ads plus spot tv and outdoor. Meanwhile, back in Chicago, Sanka instant coffee throws a kudos at Maxwell House instant coffee and marks its own sales increase for the week in the Chicago Daily News and Tribune on June 11 and 12. Both coffee brands are General Foods products. Ogilvy, Benson & Mather handles Maxwell House. Young & Rubicam placed the Sanka ad.*

Checker Names Roche, Rickerd for New Car Line

(Continued from Page 1)
the Superba ads as well as advertising of Checker's taxicab division. Jaqua Co., Grand Rapids, Mich., was the previous agency.

■ The Jaqua agency was not notified of the Roche, Rickerd appointment. "We are still placing ads for the Checker taxi division and will continue to do so until we hear differently," the agency told AA. "We knew that Checker was looking for an agency for the new passenger cars. As far as we know, we are still working for Checker."

Checker later told AA that the Jaqua dismissal had been overlooked, and added that this detail "was now being taken care of." The company said it had done "little taxi cab advertising in the past."

■ Some of the new Superba cars already have been sold, ADVERTISING AGE learned. Checker also plans to build a four-door station wagon, scheduled for production late this summer.

The company, which has been building cabs for 37 years, reportedly will sell its Superba models through truck dealers and foreign car dealers. Checker currently is involved in lining up retail outlets throughout the U.S.

■ A "substantial" advertising program is under consideration by the company, and is expected to break in consumer media later this year, AA was told. The size of the budget or the media could not be learned.

The manufacturer's suggested retail price of the Superba sedan is $2,541.45 f.o.b. Kalamazoo, including federal tax, but not state or local taxes. The car is offered with two six-cylinder Continental engines—the standard 95 h.p. L-head and the optional 125 h.p.

Richard G. Hudson, veteran automotive executive, will head up the marketing, sales and advertising operation for Checker. Mr. Hudson, who has been named sales manager, served as sales executive with Studebaker Corp. from 1934 to 1954, the greater part of that time as manager of Studebaker's truck division. Before that, he was export manager of the old Reo Motor Car Co.

Checker has been talking about bringing out a model of its cab for the general public for nearly two years (AA, Aug. 26, '57). Checker planned to start marketing cars in volume last summer (a target of 12,000 was planned) but the move did not materialize.

The company announced a $5,000,000 expansion program last year to provide more manufacturing space for the new cars. Checker reportedly built 329 cars in 1958 as compared with 299 in 1957. Most or all of the cars presumably were sold to private trucking fleets. Checker built a total of 3,871 cars and taxis in 1957 and 3,970 in 1956.

■ With the Checker account, Roche, Rickerd & Cleary returns to the auto field after an absence of four years. The agency, which formerly was Roche, Williams & Cleary, handled Studebaker Corp. advertising for 30 years before losing the account to Benton & Bowles (AA, June 20, '55).

U.S. Advertising Corp. (previously Ewell & Thurber), which merged last year with Roche, Rickerd (AA, Jan. 1, '58), handled the Willys-Overland car account for many years. Roche, Rickerd also currently has the Diamond T. Motor Truck Co. account. #

ILGWU Budgets $3,000,000 Over Next Three Years

(Continued from Page 1)
"permanent" measure (AA, March 9).

■ Julius Hochman, ILGWU vp in charge of union label advertising and promotion, indicated today that he expects the ad fund to be continued after the union's next convention three years hence.

"We can't give the label the status we want in two or three years," said Mr. Hochman, "because we are planning on a long-range basis."

In March Mr. Dubinsky announced a $2,000,000 ad and promotion drive to promote the union label as a "moral trademark" and to popularize it among women consumers and retailers. At that time he said funds for the promotion would come from the union treasury.

Doyle Dane Bernbach Inc. is the agency. #

'Deal' Advertising Creates National Bargain Basement, Truesdell Says

NSE Award Winner Urges Execs to Discourage Discounts, Trade Stamps

NEW ORLEANS, June 2—American advertising is building a national bargain basement, the "national sales executive of the year" said here at the close of the four-day National Sale Executives Convention at the Roosevelt Hotel.

Leonard C. Truesdell, exec vp of Zenith Radio Corp., said, "Business leaders should use their abilities to discourage concentration on cutprices, discount houses and the use of stamps to attract customers."

In full accordance with Mr. Truesdell was the NSE's "business executive of the year," Donald C. Power, chairman of the board of General Telephone & Electronics Corp., New York. Both men were honored with the titles at the NSE's 24th annual convention, here last week.

Mr. Truesdell, commenting on foreign competition, said some U.S. companies, which gave foreign countries the manufacturing "know-how" for a royalty, have created a "literal Frankenstein."

■ In line with Mr. Truesdell's blast at "bargain basement" advertising, Clark M. Pettit, advertising and sales promotion expert, San Francisco, told the conference that sales promotions not geared to customer needs may do more harm than good.

"Misguided promotional efforts," Mr. Pettit said, "may react adversely on customers rather than stimulate them to action."

■ Another convention speaker, Peter E. Schruth, vp and advertising director of *The Saturday Evening Post*, said in an opening address that sales executives face a decade of decision.

He said sales volume must increase by 50% in the 1960s to keep up with the expected rise in production.

Mr. Schruth advised the conference to "take a keener interest in production, distribution, packaging and advertising.

"You had better be in there suggesting that the factory should produce to meet the changing demands of the market you know so well," he said.

■ An international note was struck in the conference when Henry Kearns, assistant secretary of commerce for international affairs, said American sales executives hold the key to combatting a wave of Soviet economic aggression that is threatening the prosperity and security of the country.

■ A plug for marketing and selling educators was made by Lewis F. Gordon, Atlanta, executive secretary of Pi Sigma Epsilon, national undergraduate marketing fraternity, who said a million new top-caliber salesmen will be needed by 1970.

A highlight of the convention was the election of J. A. McIlnay, vp of marketing, Electric Storage Battery Co., Philadelphia, as NSE international president. He succeeded Al N. Seares of New York.

Other newly-elected officers are Robert E. Johnson, senior vp, United Airlines, Chicago; Fred Emerson, vp, Spartan Saw Works, Springfield, Mass., and Guy Rogers, assistant to the president, Family Security Insurance Co., Fort Worth, all elected vps; Charles Campbell, vp, International Business Machines Corp., New York, elected international vp; Clarke Simpkins, president, Clarke Simpkins Ltd., Vancouver, B. C., Canadian vp; Ernst Hoelzel, sales manager, Trans World Airlines, Frankfurt, Germany, vp for Germany; McNeil Stringer, vp, Minnesota Mining & Mfg. Co., Mexico City, vp for Mexico, and Ray T. Crowell, president, Rowe Products Inc., Niagara Falls, N. Y., secretary-treasurer. #

Harriet Raymond Is Named AFA's Adwoman of Year

MINNEAPOLIS, June 5—Harriet Raymond, advertising manager of the plastics division of Celanese Corp. of America, New York, Sunday will be named Advertising Woman of the Year by the Council on Women's Advertising Clubs, Advertising Federation of America.

The award, given annually to the adwoman who "has contributed most during her career to the advertising profession," will be presented to Miss Raymond by Cynthia Montgomery, project director, U. S. Gypsum Co., at a special brunch opening the AFA's 55th annual convention here.

Miss Raymond began her business career at 14 with Atlantic Comb Co. while attending night school. When Celluloid Co. took over Atlantic Comb in 1924, Miss Raymond remained in the sales department, rising to ad manager in 1938. When Celluloid became the plastics division of Celanese in 1941, Miss Raymond was named ad manager of the division.

Harriet Raymond

She won the Women's Advertising Club of Chicago's Josephine Snapp Award in 1945, and last year received the Executive Award of the Society of the Plastics Industry. Currently on the board of Advertising Women of New York, she was president of AWNY 1956-58. #

Pond's Names Norman, Craig for Two Products

NEW YORK, June 5—Chesebrough-Pond's has switched the advertising for Pond's Angel Touch and Pond's lipsticks from J. Walter Thompson Co. to Norman, Craig & Kummel, a new name in the company's agency roster.

Five new products have been assigned to JWT, some of which are currently being test marketed. Thompson also continues to handle advertising for Pond's cold cream, dry skin cream, moisture base, Angel Face and Matchabelli fragrances, Polyderm creams and Abano bath products.

The company said that the products assigned to Norman, Craig "have received relatively little advertising support in recent years but are now earmarked for future development."

Other agencies in the Chesebrough-Pond's stable are McCann-Erickson, for all Vaseline products except petroleum jelly; Compton, for Valcream, Seaforth and Pond's Angel Skin; William Esty Co., for Vaseline petroleum jelly, and Noyes & Sproul for the ethical professional products division. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR TV-Radio, Sales, Secretarial. Etc.
Call Miss Barnard
WA 2-2300, 220 S. State St., Chicago 4

Account Executive with farm of industrial client experience for twenty-five year old Midwest agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Opportunity offers a real future with a growing agency. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 2548, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St. Chicago, SU 7-2255

ADVERTISING MANAGER
Our client . . . an old established nationally known firm located in fine midwestern city of 90,000 . . . seeks a top notch ad manager. Must have broad advertising background and be a self-starter with administrative ability to manage a department. He will write copy and be responsible for production, buying type and artwork, keep accurate and complete records, and be able to make rough layouts and an occasional paste-up. Will work closely with the ad agency and with company management. Age: 23 to 30. Minimum starting salary $7500 plus employee benefits and wide open opportunity to progress and advance in the organization. Please send representative samples (we will return) and resume of experience. Fully confidential. Write J. D. Morgan, Advertising, 20 N. Wacker Drive, Chicago 6, Illinois.

SMALL STUDIO OFFERS TOP EARNINGS TO PHOTO RETOUCHER willing to re-locate in pleasant midwestern locale, 2 hours from Chicago loop. Experience necessary in B/W halftone retouching, also prefer ability to do color and occasional mechanical illustration, but not necessary. All correspondence confidential.

Box 2580, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS PAPER SPACE SALES
Do you sell enthusiastically and creatively? Have you a proven record of sales success? Are you interested in a solid connection with a strong publisher in a basic industry? We have an immediate opening on our New York staff for such a man, preferably in thirties. If you are this man please send resume promptly for immediate interview.

Box 2595, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOLENE
Editors ..... **Public Relations**
Copywriters ..... **Advg. Managers**
Artists ..... **Media** ..... **Production** ..... **Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

FREE LANCE COPY MAN
Creative, flexible, experienced in NYC. Send samples of copy & resume.

Box 2581, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MEDIA PROMOTION WRITER MAN
for advertising promotion staff, leading consumer magazine, Phila. area. Minimum writing experience: 2 years. Media or agency background preferred. Facility with direct mail presentations essential. Salary commensurate with experience and ability.

Our staff knows of this ad. Write in confidence to Box 570, Advertising Age, 630 Third Avenue, New York 17, New York.

HELP WANTED

ASSISTANT ADVERTISING MANAGER
For Florida Corporation
Advertising and promotion background at the agency or company level. Send resume with specific details of experience and recent photo. Applicant must be willing to move to Florida.

Box 2582, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

COPY POWER
WITHOUT IVORY TOWER
Here's a copywriter who has developed a successful sales territory . . . toiled at dozens of trade shows and worked closely with distributors. Over 9 years advertising-sales promotion experience including mail order, finance company, manufacturer and agency. Has written consumer and trade copy all media . . . emphasis on intangibles and building specialties. Strong on headings and visual ideas. Age 33, AB degree. Single. Prefers Chicago but free to relocate. Salary vicinity $9,600.

Box 2583, ADVERTISING AGE
200 E. Illinois St., Chicago 11 Illinois

ADVERTISING SPACE SALESMAN
Presently employed #1 Chicago Paper 10 years space experience—retail-financial-national-grocery-agency exper., etc. 36, NU grad—prefer trade or consumer mag.

Box 2587, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREELANCE ARTIST—one man gang Top design, lettering, retouching, hard line illus., keyline. Sweet service to agency, studio, mfr., publr.

Box 2588, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HERE'S THE MAN TO RUN YOUR SOUTHERN OFFICE
Real pro. 19 yrs. creat.-cont. exp. accts. 80M-$10 million. Wide bkgrd., but except. strong pkg. gds., new bus. Many citations. Mad.-Mich.-Ave. trained; 5 yrs. familiarity South. Ways, prods., mkts. Sound mgr., wins clients' teamates' conf. Top refs. Also exc. for Mktng. Adv./Dir. $ low 20's.

Box 2584, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Creative Dir., Art Dir., or Layout for Gulf States Area

There's a cat on the rafter today
Who's the most in a most arty way;
If you go for layout
That's strictly from way out,
He's yours for just four figure pay

11 years studio and agency experience.

Box 2589, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT
Capable adman, 26, soon civilian. BA-MS Adv; 2 yrs. PR Officer, previous ad copy. Ready to help busy mgr. or A/E July.

Box 2590, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ASST. ACCT. EXEC.
Ambitious young working exec with ideas and a versatile background in contact, marketing, media and broadcasting seeks more wide open opportunity. Have excel. small and large agency experience.

Box 2591, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE DESIGNER-DIRECTOR
wants job with a future. versatile experienced educated. idea copy layout fin.

Box 2592, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED TECHNICAL COPY HELP?
Exper. Chemical Ad. Mgr. NYC, Ph.D., available as consultant weekends, evgs.

Box 2585, ADVERTISING AGE
630 Third St., New York 17, N. Y.

POSITIONS WANTED

CREATIVE COPY/PLANS MAN
(with heavy contact experience)
Nine years professional writing; 18 mos. newspr.; over 7 years ad agency writing & editing. Latter includes adv. and p.r. analysis, plans, presentations, ads (tv/rad.o/print), collaterals and publicity; also directed tv, radio & film spots. **Five yrs.** as A. E. & Copywriter on many cons. & indstrl. accounts; President of small agency & film company for 13 mos. **Now in media** sales with fine company (16 mos.). Regret leaving, but have been unhappy separated from creative ad work. **Age** 29, good health, best references. Resume, photo & letter on request—but soon! Told company my plans and we are talking to applicants about June 22nd.

Box 2586, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TECHNICAL COPYWRITER seeks copy chief who isn't satisfied with copy that avoids offending engineers—who insists on a positive search for the best solution to every advertising problem—and who believes that engineers can be best sold in terms of their own concepts, expectations, and needs. My field is electronics and space technology. Details on request.

Box 27 R 402, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES WANTED

New industrial trade magazine. Five monthly issues published and already in the black. Opportunity for advertising reps throughout U. S. A.

Box 2574, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

Midwest Publishers Representative Available Chicago Headquarters

Box 2575, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

BE YOUR OWN BOSS IN CALIFORNIA
Small Agency, 25 years in Oakland, Calif. wants third principal who can get business and service it. Keep all your commissions; pay your own overhead. All principals cooperate gratis. No investment required, but finance self. Need $5,000 plus.

Box 2593, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OUTSTANDING WRITER TO LIVE IN FLORIDA
If you are tired of the rat race, enjoy Florida living, have a high level of creative ability and understanding of sales—and can invest up to $40,000, this may be your once-in-a-lifetime opportunity to work and live as you've always hoped. The man selectd will be general manager of a profitable, long-established business with fine growth possibilities. Send background in confidence. Will interview Chgo. and NYC.

Box 2594, ADVERTISING AGE
200 E. Illinois St., Chicago, Ill.

MISCELLANEOUS

FREE WRITERS CATALOGUE
giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

JOB HUNTING? Receive weekly, airmail reports on advertising jobs open coast to coast. Write for free sample copy K-2 and rates.
PROFESSIONAL EMPLOYMENT DIGEST
1501 West 25th North Wichita 4, Kansas

EXECUTIVE SALESMAN
New York metropolitan area. Ours is one of the fastest growing firms in the expanding point-of-purchase advertising business. We wish to set up our own New York office and need a top flight man to contact large accounts. Experience in advertising field essential. Liberal salary plus commission arrangement. Only top caliber people will be considered. Write résumé of experience and salary requirements.

STANDARD MANUFACTURING CORP.
1100 S. Central Park Avenue
Chicago 24, Illinois

LAST CALL: Top media director, big agency, major accounts. All media. A leader & administrator. Heavy tax-deferring extras add greatly to base salary. **$20M+**
AE/SUPERVISOR, pkg. goods. Major-brand experience. Solid all marketing factors. To 47. **$27,500**
ART DIR. (can be woman), big agency. Strong in design. Dash of retail experience. Modern. **$12-13M**
MKT. ANALYST. Young. Big food co. 2 yrs. consumer-goods experience. **to $7M**

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

Wanted . . . Qualified Man In Advertising, Public Relations . . .

Major manufacturer and military contractor in the Mid West, with over $100,000,000 annual volume, needs an experienced, qualified advertising manager as right hand assistant to Public Relations Director in 10-man department. Must be competent advertising writer, with direct mail and sales promotion experience and administrative ability. Age level, 35-45. Starting salary $10,000 up, commensurate with experience. Unlimited future in industry with predicted growth of 1000% in next 10 years. Mail complete résumé and photograph in first letter. All correspondence will be answered. Our own employees know of this advertisement. Address reply to:

COUNSELOR, BOX 568
ADVERTISING AGE
200 E. ILLINOS ST.
CHICAGO 11, ILLINOIS

INDUSTRIAL ADVERTISING AND SALES PROMOTION MANAGER

—to reorganize and expand sales promotion-advertising department for long established conveying equipment manufacturer. Must be qualified and experienced in industrial marketing, planning and follow-through on all phases of sales promotion and advertising, production of all graphic material. Location—Twin Cities, Minn. Please send résumé and salary desired.

Box 563, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCOUNT SUPERVISOR WANTED

A well-known Chicago agency with a 15 million dollar volume has an unusual opening for an unusual man. He will be responsible for all phases of marketing, merchandising, and other activities for a multi-million dollar wine account. He must have a good working knowledge of media, including network TV; must properly utilize the services of a highly capable agency team; must be expert at following through on details. He will be in constant contact with client principals, must plan and conduct both national and distributor sales meetings. Should be in a position to begin work immediately. Salary is open and there are many other employee benefits.

Box 571, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GRADE A-PLUS
COPY-IDEA MAN
Midwest 4-A agency has exceptional opening—for exceptional copy man. If you know you're good (and it will help if you know the automotive aftermarket, too), drop us a line TODAY. Our own writers know we're looking—so write in confidence. Box 557, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

NOW AVAILABLE!
In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.

COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

FREE LANCE ARTIST
PRICES TO FIT ANY BUDGET!
Top-Notch Quality • Over-night Mail Service • 16 Years Experience Servicing National Accounts • IDEAS • PLANNING • LAYOUT • FINISHED ART • TYPOGRAPHY • PRODUCTION • PHOTOGRAPHY FOLDERS • PUBLICATION ADS • DIRECT MAIL • BOOKLETS.
ROBIE STUDIOS, Box 1, NOEL, MO.
Telephone GReenwood 5-3737

FREE LANCE COPY
IMMEDIATE — OR CLIP FOR FUTURE REFERENCE
6 yrs. best agency, retail experience in apparel, home furnishing, fast, reasonable. Consumer and trade. Newspaper, magazine, mats, letters, brochures. New York area. PLaza 9-7211 (answering service). Box 567, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

COPY-CONTACT
Progressive agency seeks man, age 25 to 35, for copy-contact position. Industrial or farm background preferred. You'll have security and an ideal location for relaxed family living. Benefits include profit sharing. Send all details in letter, including salary expected. All replies in strict confidence.

WARREN & LITZENBERGER,
805 First National Bldg., Davenport, Iowa.

JR. ACCOUNT EXECUTIVE
COPY CONTACT
Perhaps you have a few years experience under your belt, and want to graduate out of the learning stage into the growing stage with more responsibility and greater opportunity. Here's an agency that's just beginning to realize its growth potential. Business is good! We need a young man who can take over on present accounts and perhaps help us develop new business. Congenial surroundings, air conditioned offices, Muzak, other benefits in the work. Should be able to write for print, radio, TV, have some knowledge of production. Please send résumé and complete information including salary bracket to Box 569, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois. Interviews in Chicago, week of June 15th.

ADVERTISING EXECUTIVE
Wishes to relocate in So. Calif. or So. West with agency or mfg. At present Dir. of Adv. for outstanding firm—leader in its field. Broad experience in all phases of marketing—consumer and ind. products. Background as account executive on major accounts; plans board; new business. Married, age 32. Box 565, Advertising Age, 200 East Illinois St., Chicago 11, Illinois.

LOOKING TO THE GROWING, UNLIMITED EXPANDING LATIN AMERICAN MARKET?
If you are an international manufacturer, we can handle your complete Spanish language ad production from creation phase to placing ads in different countries.

If you are an international advertising agency or a domestic one thinking in international field we can give you the widest cooperation in handling your whole Spanish production and ad business concerns for Latin American markets.

—We are a 3-A Cuban Agency with 12 years of experience. Excellent references of American Industries. Advertising, Promotion & Public Relations coverage.

—Located at the key position of Havana, CUBA, for the easiest connections with Central and South America.

—With the essential know-how for Latin mood, thoughts and feelings. (Not the traditional distributers of "canned ads")

We'll welcome your news at: **PUBLICIDAD MATAS. Edificio Berna 201-202. Zapata y Paseo. Vedado, Habana. CUBA. Cable: Pubma.**

ACCOUNT EXECUTIVE

Here's An Opportunity That's As Big As The Man!

Due to our present and projected growth we are able to offer an unusually fine opportunity to the right kind of man.

To qualify you should have experience in consumer goods. Writing experience and the ability to contact are prime requisites. The man we select must be a team player, not afraid to work and should have real growth potential.

If you're the man we are looking for you probably have been in your present job for several years and have been making progress, but now recognize you have reached the ceiling. You might be in an agency or you could be working for a manufacturer.

We can offer you an opportunity to grow in a fast moving organization made up of a congenial group of people who enjoy an excellent professional reputation. We will pay a salary commensurate with your experience and ability. In addition, we have a very generous retirement program and a liberal profit sharing plan. However, we should warn you that we will not enter into an auction. And we are not interested in "job-hoppers."

If you are interested write to:

Joe Fewsmith, Jr., Personnel Director

MELDRUM & FEWSMITH, INC.

1220 Huron Road • Cleveland, Ohio

MANAGING EDITOR
Versed in Merchandising
To Be Based in Calif.

HERE WE ARE: Publishers of a pair of top-ranked national business publications . . . much in need of a particularly competent editor in our home office in a pleasant Southern California Community.

WHO WE HOPE YOU ARE: Man with heavy knowledge & experience in both retail & wholesale merchandising; aggressive, with ideas; able to represent us well & talk effectively to dealer groups; and a complete managing editor.

IF THIS IS YOU: Then explore this excellent opportunity. Send complete resume & state salary expectancy, to Box 27 R 403, ADVERTISING AGE, 4041 Marlton Ave., Los Angeles 8, Calif.

COPYWRITER
To $17,000

Well-known national ad agency seeks versatile collateral material writer with strong automobile industry background. Excellent growth opportunity. Midwest headquarters. Plant guarantees our service fee and relocation costs. Age range 30-39 years.

If qualified and interested, contact me in absolute confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. Chicago FI 6-9400

BIRCH
Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Fine, Fast, Fairly Priced Photography
pics
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

MANAGER OF MARKETING RESEARCH
Established and expanding feed manufacturer requires mature individual age 30 to 40 with Master's Degree in marketing research and broad experience in area of estimating sales potential, application of new products, and determining current market conditions. Prefer individual with agricultural background, but not essential. Mail résumé to Director of Personnel, **Hales & Hunter Co., 141 W. Jackson Blvd., Chicago 4, Ill.**

DIRECTOR OF ADVERTISING
Long established-growing advertising agency for group of food manufacturers and distributors to Supermarkets . . . grocers . . . institutions . . . restaurants . . . homes . . . needs capable, dynamic advertising manager to expand, revitalize and streamline its entire advertising function.

We have a wonderful staff now but need new thinking and new life to create brand preference, to stimulate dealer support, to give emphasis to merchandising promotions, to move more goods off market shelves, to find new outlets and markets and to help our clients increase their sales through effective, efficient, hard-hitting modern advertising techniques and practices.

We need a top-notch administrator able to plan, execute and expand our advertising activities. Our organization is growing and fast moving. If you are young enough mentally, strong enough physically and mature enough emotionally to get the most out of our present team, to work smoothly with our clients, to keep us a step ahead in advertising and do it profitably for us, our clients and our industry, then YOU ARE MADE FOR LIFE AND YOU'LL BE GOING PLACES WITH US. Box 566, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

IF ADVERTISING IS YOUR BUSINESS
PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

IF YOU'RE A REAL COMER, AGE 28 to 36, AND WANT TO BE MORE THAN AN ACCOUNT EXECUTIVE

Here's a top executive position, with a good present and a future that most people only get to dream about. You'll be the Number Two man in a 6 man agency that's gone places in a big way and intends to go much, much further, fast. We've got a whale of a lot to offer and we know it, so we're going to select with extreme care the man who will fill this position. You will service some present national and regional accounts accustomed to top flight service and you will develop new business in Wisconsin, Minnesota, Iowa and Illinois. In addition, you will participate at the top level in all agency operations. This fast growing, financially sound, nationally recognized, 13 year old agency has broad Pension and Profit Sharing Plans. Starting compensation is open, the future's what you make it. Living in La Crosse? We like it, and leaving the superlatives to the Chamber of Commerce, we're sure you and your family will like it, too. There's more to tell, much more, and if you want to see this wonderful opportunity outlined, you'll write us as soon as you read this ad. Give full details of experience, references, salary requirements. **Jefferson Advertising Agency, Inc., 316 Exchange Building, La Crosse, Wis.**

Do you fit at least 4 out of 6 of these qualifications?

Agency experience in:
copy
marketing
research

Agency contact experience in:
the building supply field
automotive after-market field
marine supply field

This is the kind of account executive we need—and need fast. New accounts and several prospects mean we must make a decision soon. The more areas listed above in which you can show us sound experience, the more likely that we can get together. Ideally, you'll be between 30-35. You'll have initiated and planned campaigns, be familiar with every facet of an agency's operation. You'll like working in a smaller agency in an attractive, midwestern city of about 150,000. (Take it from a former Chicagoan—it's mighty pleasant to be just 10 minutes away from home instead of an hour.)

We offer profit-sharing, health insurance coverage, good salary and future earnings that are up to you. Please send a résumé including salary requirements. All replies will be kept confidential. Box 564, ADVERTISING AGE, 200 East Illinois Street, Chicago 11, Illinois.

Persons Agency Opens; So Does New McCarty Unit

(*Continued from Page* 3)
Healey)—an account he has handled for a number of years.

■ H. E. Cassidy, president of McCarty Co. of Los Angeles, said: "We are convinced that our new arrangement will assure better coordinated services to all of our clients and will result in a more effective operation of all McCarty offices and foreign affiliates."

Under the old arrangement, the West Coast McCarty had an affiliation agreement with the New York McCarty, but the New York shop was largely owned and controlled by Mr. Persons.

McCarty-L. A. and McCarty-N. Y. came to a parting of the ways in March, following sharp differences on policy (AA, March 16, 23). Messrs. Holley and Thomas then resigned (AA, April 27).

■ Dresser Industries, the principal account in the Persons bailiwick, was a key factor in the breakup. Early this year Lane-Wells Co., a Dresser division in Texas, disbanded its advertising department and assigned its account to Stonedale-Jones Advertising, Houston (AA, Feb. 2, 9). At about the same time, Stonedale-Jones was acquired by McCarty-N. Y. and Edward Beauchamp, former ad boss of Lane-Wells, was installed as president of the Houston agency.

McCarty-L. A. already had a Texas office in Dallas and was thus confronted with this disturbing situation: Its New York affiliate was opening its own branch in the same state—under the same name (McCarty).

Result: The two agreed to call it quits.

In line with the change in nomenclature in New York, the Houston agency will now go under the name Persons-Beauchamp Advertising Inc. #

West Coast Fluffy Distributor Names Coast Office of L&N

(*Continued from Page* 2)
spices and extracts.

"This appointment," Mr. Sassard said, "is tied in with selection of Lennen & Newell, New York, to handle Fluffy for the parent company (AA, May 25). The Schilling division has done some work with Lennen & Newell's western offices and it was only logical that the entire account be consolidated with one agency."

The appointment is effective Sept. 1. No media plans have yet been formulated.

■ Meanwhile, Marshall J. Weigel, L & N senior vp, announced four personnel advancements in the San Francisco office, "following a substantial increase in billing secured by the agency in recent months."

Dean Lem, account executive for Crown Zellerbach Corp.'s Western Waxide division, has been promoted to assistant account supervisor on the account and will report directly to William V. Patten, account supervisor.

Richard McLean, formerly an account executive on the Crown Zellerbach account, has been made merchandising assistant to Ray Peterson, vp.

Robert Edwards moves up to account executive to replace Mr. McLean and Armand Lever, account executive in the agency's Los Angeles office, has been shifted here to assume duties formerly held by Mr. Lem. #

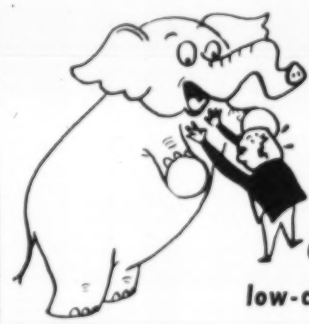
Wenger-Michael Adds Two

Larraburu Bros. French Bakery, San Francisco, and Owl Drug Co. Rexall stores in northern California have appointed Wenger-Michael Advertising, San Francisco, to handle their advertising. Milton Weinberg Advertising, Los Angeles, will continue to handle Owl Drug advertising in southern California. Included in personnel shifts at Wenger-Michael are Brenda Larson, named assistant production manager; Jackie Smith, named to the production traffic department, and Edith Feller and Jill Peters, assigned to the account service department.

Media Investments Co. Opens

Media Investments Co., new subsidiary of Jack L. Stoll & Associates, media broker, has been formed to serve investors buying and selling media stocks over the counter to aid in floating issues for purchase or expansion and giving financial aid to media organizations. The company is at 6381 Hollywood Blvd., Los Angeles.

New 1959 Edition
fit type
IN SECONDS!
Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only 10.00
HABERULE
BOX AA-245 • WILTON • CONN.



Got a WHITE ELEPHANT?
Get it off your hands with a low-cost classified ad in Ad Age!

Take a piece of expensive artwork, for example. May have cost you a bundle, but you used it only once. Why not describe it briefly with a classified ad in Ad Age? The chances are mighty good that at least one of the over 158,000 marketing men who read Ad Age every Monday will love you for it. You'll recover a good chunck of your original art expense—and he'll be getting a bargain! Try it. It really works!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: **$1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.**

Display Classified Rates: **take card rate of $18.75 per column inch, and card discounts, size and frequency apply.**

I am enclosing $_____
My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah
Box 87-A Glendale 6, Calif.

Cheers, Boos Greet Newspaper Color Inc.

(Continued from Page 1)

pers printing black and one color. In this way, the NCA announcement said, "Ownership will not and cannot be concentrated in the hands of a limited number of representatives of newspapers or any combination of the two." It will be controlled by an 11-man board of directors, including—until the April, 1960, stockholders meeting—the present directors, plus seven men drawn from other representative companies and newspapers.

F. B. Ruthrauff

■ From a sales standpoint, NCA will:

1. Not be competitive with any sales organizations now active in behalf of newspapers;

2. Solicit the cooperation of all newspaper representatives;

3. Have the cooperation of the research and promotion department of the Bureau of Advertising;

4. Not be sold as a "fixed network," but by sales presentations developing specific but flexible packages to fit marketing problems of individual advertisers;

5. Be based on the concept that offering flexible color packages is the most effective way to convert multi-million-dollar appropriations to newspapers—that if an advertiser is swung to spending $5,000,000-$6,000,000 in 30 or 40 weekly insertions of color advertisements, he will regard newspapers as his basic medium and expand their use.

■ This view was an echo from last fall. When the concept of Newspaper Color Advertising Inc. was being shown to publishers and representatives at the r.o.p. color conference in New York, it was emphasized that:

1. In 1956 only 16 of the top 100 national advertisers put the largest share of their expenditures into newspapers;

2. Magazines got the biggest share from 20;

3. Broadcasting got the lion's share from 64 advertisers.

NCA emphasized that participation and stock ownership is available to all representatives and

J. Liferguson

F. McFadden

newspapers, although it thinks major market newspapers printing color will benefit primarily at the outset. These newspapers are expected to be major factors in financing the organization.

Financial details are being worked out, and within the next week to ten days the four representative companies which developed NCA will forward contracts to newspapers with which the plan has been discussed. About 20 newspapers have seen the plan so far. Contracts will be available to all other representative companies wishing to discuss them with the newspapers they represent.

■ The new color selling organization went to some pains to make clear that it wanted to have cordial working relationships in the industry. The directors were represented as saying "their organizations would continue to cooperate fully with AANR and the plan which is being developed for a practical working arrangement with the bureau. . ."

■ Whether the new plan would be welcomed by other newspaper representative groups seemed debatable in the light of a check by Advertising Age. Other representatives weren't talking for publication, but the general tenor of their views might be summed up like this:

1. The new newspaper color plan is divisive (particularly in view of efforts of AANR to work out a joint selling scheme with the Bureau of Advertising—the so-called "third force").

2. The NCA group had been uncompromising in its attitude that the selling of color was the only solution.

3. That the varying commissions paid to representatives would be an important factor, since papers paying lower commissions could better afford a percentage of color revenue to support the new organization.

4. That letting newspapers finance the operation means they will run it and weakens the representatives' hold in the newspaper national advertising picture.

■ Behind the argument over the new color plan undoubtedly lies one more important factor: The few but powerful newspapers which still don't run r.o.p. color, notably the New York publishers.

Because they bulk so large in newspaper planning, and because they are a showcase for the power of newspaper advertising in advertising's most important center of origin, their influence is critical.

■ Formation of the color sales group touched off violent reactions among representatives:

One said the announced goal of the sales group—selling r.o.p. color—is "all wrong."

"This is definitely not a step in the direction of unity," he said. "Newspapers should be sold as a basic medium. You can't sell just one aspect—color—and expect to do the industry as a medium any good. Besides, it's obvious that newspaper color facilities vary widely.

"The whole question is whether the client buys, not how he buys. There are times when a color sale is not in the best interest of the client. You've got to offer the client newspaper flexibility and application, not just color."

'This setup is not motivated for the best interests of the newspaper industry."

■ Reached in St. Paul, Peter Benziger, president of Ridder-Johns, disputed briefly these criticisms:

"You can't construe this as a divisive thing. This is just a question of a pretty good number of papers deciding to finance selling advertising in this way. It doesn't detract from any association work; it complements it."

On the point of doubting the need for two groups, Mr. Benziger retorted, "Our business could stand 10 or 12 such groups. An independent group that doesn't have to worry about political considerations—like an association—is what's needed.

"Don't get me wrong. I'm not a critic of associations; it's the nature of the beast. An association, because of other considerations, can't do the kind of job that has to be done."

He said there should be "no contention" about this project but that even if there were, "We're going to go ahead."

■ As for the prediction that there wouldn't be other companies joining the color group, Mr. Benziger said, "He'll be surprised; he's misinformed."

He added that the group is just issuing contracts; that they are being sent out this week, and it is too early to tell how much the setup will cost newspapers. He said it is to be financed on the basis of a commission from net color ad-

P. Benziger

J. Doig

vertising. He said he expects to sign up 25 or 30 newspapers by fall. The first year's budget is "about $200,000."

"These nameless critics obviously don't represent AANR thinking nor the majority of the representatives," Mr. Benziger added.

■ In New York, J. Rufus Doig, of O'Meara & Ormsbee, said that offices for NCA had not yet been acquired. F. Bourne Ruthrauff, the president, is working from his home in Little River, N. J., he said. The group already has made a presentation to an interested agency and is being asked to make others as word of its formation spreads.

■ In Chicago, J. H. Sawyer, vp of Sawyer-Ferguson-Walker, described the new organization as "well conceived." He said that "all of the agencies I have talked to are in favor of the plan," adding, "There has been a great need for something like this for a long time."

Many newspapers have indicated that they like the plan, Mr. Sawyer said, while others are indifferent to it. "However, I know of no newspapers that are opposed to NCA," he said.

■ Reached in California, where he is vacationing, Charles Buddle of Gannett Advertising Sales, outgoing president of the AANR, told AA that he had "no comment to make" on the new r.o.p. color selling group.

He did say that AANR had not been called in to discuss the new group, which had been talked about for some time, and, Mr. Buddle added: "Maybe r.o.p. color selling is part of the new plan" that is currently being formulated by a committee of the AANR in conjunction with the Bureau of Advertising (AA, May 25).

After Charles Lipscomb, BofA president, discussed this new plan on May 22 with the AANR committee, Mr. Buddle continued, it was decided that "we should get all this down on paper and then submit it to the [AANR] membership."

■ The exec vp of a large representative organization (referring to talk of a "third selling force") told AA, that, basically, there is no difference in the business over the need for a group to concentrate on key accounts. But, he feels, there is a difference over the form and content of the selling group.

There is also a difference between representatives over financing: One group thinks the representatives should finance the operation; the other believes publishers should bear a major share.

His own view, he told AA, is that publishers will support the selling force in principle, but won't pony up any money.

The Bureau of Advertising, he told AA, won't play any part in representatives' decisions; it is "more or less an innocent bystander."

■ Del Worthington, exec vp of Cresmer & Woodward, told AA that although his company was not yet a member of NCA, his company was very sympathetic to the overall idea. "Color should and must be sold and advertisers should be given as much help as possible," he said.

However, Mr. Worthington said, he would like to see "several technical details" ironed out in the NCA setup. He said he is not sure that the 3% financing plan is the most desirable one, but he said he had no alternate plan to suggest at this time.

Suppliers Asked to Ante Up for AANR's Color Meeting Fund

(Continued from Page 1)

need at least $50,000. This money would be used not only for the actual meeting but, also, for publicity, promotion and advertising in leading trade publications and especially the New York City newspapers. We *need* your contribution now and hope it is a sizable one."

Later in the letter, Mr. Story told the suppliers that "we would appreciate your consideration of a contribution of $5,000. You may be sure that appropriate recognition of your contribution will be given in publicity, promotion and to the publishers," he said.

■ In a letter to many top newspaper executives dated June 3, which explained that "contribution" letters were being sent to 75 suppliers, Mr. Story said, in part:

"It is vitally necessary that the suppliers receive a letter from you asking for their cooperation with us. I would appreciate it very much if you would select a dozen or so that you personally could write and perhaps you would have others in your organization write another dozen or so with whom they are in close contact." #

Leo Burnett Names Allen Center PR VP

Allen H. Center, formerly director of public relations of Motorola Inc., Chicago, has been named vp in charge of public relations of Leo Burnett Co., Chicago, effective July 6.

Allen Center

Mr. Center replaces William Treadwell, who has joined Grey Advertising Agency, New York, as head of the pr and promotion department (AA, May, June 1). With the transfer of Burnett's pr headquarters from New York to Chicago the agency is "broadening" its pr services to clients, according to Richard N. Heath, Burnett chairman of the executive committee.

Ward Baking Names 3

Richard M. Prentice, product manager of the bread product line of Ward Baking Co., New York, has been appointed advertising manager of the company. He will be succeeded as product manager for bread by Jack G. Grife, formerly with Criterion Advertising Co. as manager of bakery accounts. E. Robert Vogt, sales promotion manager for Ward, has been appointed advertising coordinator.

Magazine Split Runs Get Mostly Good Reaction

Flexibility Called Boon; Impairment of 'National Flavor' Frets Some Users

Chicago, June 5—The breakthrough toward more advertising flexibility via split runs, partial runs and other devices by magazines, including, most recently, *Look* and *The Saturday Evening Post*, is being welcomed by most advertisers and agencies, according to spot checks in New York and Chicago by Advertising Age.

A few, however, had reservations about what the alterations in magazine selling patterns might do to magazines as a national medium.

Look announced its Magazone plan last month (AA, May 11), which provides regional editions and a new price structure based on seven standard market zones. Last week the *Post* detailed its Select-A-Market plan, offering seven basic versions providing split runs, partial runs and variations (AA, June 1).

Comment which AA heard from the agencies and advertisers indicated that the plans mean magazines will receive more consideration in media scheduling sessions. Some advertisers said they already are preparing ads for use in one or more of the plans.

■ A number of agency people to whom AA reporters talked to in New York were skeptical about the wisdom of the plans from the magazines' own viewpoint, however. Usually, the emphasis was on a reduction in the magazines' historically national role in selling. Chicago agency men seemed less concerned about the problem.

Here are some typical reactions and comments:

• Newman McEvoy, senior vp of Cunningham & Walsh: "I think the *Look* Magazone plan relates directly to the sale of merchandise, and is sensible. The Select-A-Market plan of the *Post* seems to go all the way in making magazines as flexible as possible. I'm amazed they can do it mechanically." But Mr. McEvoy had reservations—"I'm concerned about the possibility of deterioration of magazines as a national medium."

• W. E. (Pete) Matthews, vp of Young & Rubicam: "Any agency will have to study the plans seriously. We're certainly interested in them."

• Art Porter, vp at J. Walter Thompson Co., said the magazine regional plans were "just great." He said a number of JWT clients "are intensely interested" in the set-up. Mr. Porter, who predicted "an awful lot more" of split-run publishing, said the plans were valuable to manufacturers interested in test marketing. He said the plans for the first time allowed magazines to "be available in pieces small enough" for test marketers to use. This new arrangement, he added, brought magazines even with television—where an advertiser with a national plan for a product could switch from network to spot to get regional reactions.

• William Weilbacher, vp, Dancer-Fitzgerald-Sample: "The plans hold out a great opportunity for testing."

• Frank Kemp, vp, Compton Advertising: "Magazines have made a step in the right direction," and "increased flexibility is good for advertisers and magazines." In addition, various regional editions

available "open the door" for additional advertisers who couldn't use magazines previously.

• On the other hand, a top agency media planner was caustic about the regional plans' future. "It looks like a big boondoggle to me," he told AA, "and I predict two years from now they'll [regionals] be dead. I don't think the new business will compensate for the costs. All this shakes down to is a chance to drop your worst markets out of the national pattern.

"If you'll check around with the people who are selling the regionals," he went on, "I think you'll find that the men on the firing line aren't meeting with such great enthusiasm."

• The increased flexibility was termed "extremely interesting" by Tom Wright, vp and media manager, Leo Burnett Co., who said the agency was already exploring its use for several clients. He noted that although national advertisers can gain through use of split runs for various brands or copy approaches, they may face reduced visibility because of the presence of more regional advertisers.

• Nathan Pinsof, media manager, Edward H. Weiss & Co., called the new plans "very exciting."

"We like it very much," he said. "We have several clients whose sales and distribution patterns [geographically] formerly made national magazine advertising uneconomical because of waste distribution. This new flexibility is long overdue.

"Up until now the magazines had let the broadcast industry take the play away from them," he added.

• At Aubrey, Finlay, Marley & Hodgson, media and research director Fred Hansen said of the split-run trend: "It's terrific. We're looking at the plans very closely." One client, he said, might benefit by using regional coverage to conform with the area it serves. He mentioned *Post's* one-third or two-thirds coverage in national distribution as a possible boon to advertisers who formerly stayed out of the leading magazines because of high costs. "If the magazines can solve the production problems—and apparently they have—it will be a very good move," Mr. Hansen added.

• Ed Stern, vp and media director, Foote, Cone & Belding: "We look upon the plans as giving us increased flexibility and more avenues in which to direct advertising messages." He said that while some advertisers are wary of the plans, on the ground that they afford local and regional competitors more chance to compete in national media, he thinks the flexibility is "a good idea."

• Plans are already being made toward use of regional and partial run ads in magazines at Clinton E. Frank Inc., according to Alfred S. Trude, media director. "We have several regional accounts which could benefit by the increased flexibility," he added. "There is now more opportunity for us to use magazines." He also felt the plans will give the magazines "more chance for the advertising dollar."

• Blair Vedder, vp and media director of Needham, Louis & Brorby, said the increased flexibility is "very definitely" a step forward for the magazine industry. He said the agency has a number of clients which may make use of the plans, and said "magazines will certainly come into consideration in media plans more in the future." He also noted that regional advertising, if not too cluttered, could help national advertisers by giving the whole magazine a more local approach, thus enhancing the impact of all the advertising.

• R. K. Van Nostrand, assistant vp in charge of special projects for Bristol-Myers Co., extended a warm welcome to the split-run plans.

Mr. Van Nostrand, chairman of the magazine committee of the Assn. of National Advertisers, said the *Post's* move into the flexibility area "can't help but do anything but good for the magazine industry."

He rejected the idea that a split-run operation might dilute the power of magazines as a national advertising medium. He said that as long as the editorial content remained the same in every edition, advertising will be able to use the book effectively as either a national or a sectional medium.

• Motorola—Robert G. Farris, advertising and sales promotion manager, said the company's agency (Leo Burnett Co.) is currently checking on the new plans. He said he was interested in their possible use both in conforming to geographical sales patterns and in allowing price advertising by zone.

• Sealy Inc.—Gerald C. Shappell, advertising manager, said his company would probaly not use any regional or partial runs. He said liscensees of Sealy in various areas of the country might group together for regional campaign, but added that his office did not handle this regional advertising.

• Glenmore Distillers—"Magazines begin to make sense for us now," said Arthur P. Bondurant, vp and director of advertising and sales promotion. He said the distillers face brand preference problems with national advertising—easterners prefer scotch and blends, other sections are partial to bonded bourbon, for instance. The increased flexibility "allows advertisers to put their dollars on target," he said. Glenmore has already placed contracts for split run ads (featuring various products) this fall in *The Saturday Evening Post* and *Sports Illustrated*. Mr. Bondurant has long advocated more flexibility in magazine advertising. In 1955 he told the Chicago Agate Club that while many magazines are popular everywhere "things don't seem to work out that way when it comes to buying whisky (AA, Sept. 26, '55)."

• George W. Shine, ad manager for Avon Products Inc. (which operates through six regional headquarters), hailed the *Look* and *Post* split-run plans as a "great advancement." However, he said, it probably would be some time before Avon took advantage of them.

Avon "believes wholeheartedly" in regional selling, he said, adding that he felt that all selling "through evolution" would eventually come down to being set up regionally.

"For example," he said, "we don't see much sense in advertising suntan lotion in Maine and New Hampshire, but of course think we should in Florida and Arizona." #

Hardesty Joins Hamilton-Landis

John F. Hardesty has been named vp in charge of the San Francisco office of Hamilton-Landis & Associates, media broker. Mr. Hardesty was formerly vp and partner of Hamilton, Stubblefield, Twining & Associates, Chicago radio-tv and newspaper broker and before that was vp and general manager of the Radio Advertising Bureau, New York.

DeCew Joins Richardson

Walter M. DeCew has joined Richardson, Thomas & Bushman, Philadelphia industrial agency, as manager of electronic industry account service department. Mr. DeCew was previously manager of market research and sales promotion for *Electronic Industries*, a Chilton publication.

Last Minute News Flashes

Owens Yacht Tacks to VanSant from Levyne

BALTIMORE, June 5—Owens Yacht Co.—billing about $250,000—has moved from S. A. Levyne Co. to VanSant, Dugdale & Co., effective immediately. According to Sidney A. Levyne, the Owens account was resigned by his agency after "differences in ad policy." He added that Owens billed about $25,000 when Levyne Co. took over the account in 1956. Owens said it is planning an expanded ad program and "felt a larger agency could better handle our needs."

Old Dutch Coffee Shifts to Ketchum

NEW YORK, June 5—Old Dutch Coffee Co. will move its account from Lynn Baker Inc. to Ketchum, MacLeod & Grove Aug. 1.

'Cue' Ads to Switch to Hoyt from Gore Agency

NEW YORK, June 5—Cue Publishing Co. will move advertising and promotion for *Cue* July 1 from Gore Smith Greenland Inc. to Charles W. Hoyt Co. This is the sixth account to move to Hoyt in the past six

Lorillard, Reynolds, L&M Reportedly Set New Brands

NEW YORK, June 5—P. Lorillard Co., maker of Kent, Old Gold, Embassy and Newport cigarets, is expected to introduce a new filter brand, "low in tar and nicotines," within the next two months. The company refuses to comment. In the past it has refused to release information until a new brand was in distribution. Reports persist, but cannot be confirmed, that R. J. Reynolds Co. also is readying a new brand, and that Liggett & Myers will bring out a new version of its L&M.

Shift Gives Allen & Reynolds All of Fairmont

OMAHA, June 5—Fairmont Foods Co. has moved its frozen food and butter products advertising out of Doyle Dane Bernbach Inc., New York, to Allen & Reynolds, Omaha, effective July 1. This puts the entire Fairmont account at Allen & Reynolds. Doyle Dane had handled the New York advertising and other account portions since November,

Hudnut's Lip Quick Bows; Other Late News

• **Lip Quick,** a roll-on lipstick, will be introduced over the weekend in several regional test markets by the Richard Hudnut division of Warner-Lambert Pharmaceutical Co. Advertising, through Lambert & Feasley, will promote the unbreakable and unmeltable qualities of the lipstick. Omega Mfg. Co., Los Angeles, owns the product; Warner-Lambert has acquired exclusive worldwide rights to it. Lip Quick will be tested at two prices, $1.50 and $2.

• **John P. Finneran,** formerly an account executive in New York and Detroit for Kenyon & Eckhardt, where he has worked on the Mercury account, has been named by N. W. Ayer & Son to its Detroit office to work on Plymouth-DeSoto, the agency announced this week. Mr. Finneran's move follows in the wake of a like shift by Richard T. O'Reilly, now in charge of Ayer's Detroit office, also a former K&E exec on the auto accounts (AA, March 2).

• **Red Heart** division of John Morrell & Co., Chicago, is opening the largest promotion in its history June 7 for Red Heart dog food, featuring a 3¢ refund for each label sent in. The drive uses units in Sunday comics in 107 markets, plus spot radio in 97 cities. John W. Shaw Advertising, Chicago, is the agency.

• **Reginald W. Twiggs** has resigned as vp and general manager of the Los Angeles office of McCann-Erickson to take the corresponding position with Cunningham & Walsh. He succeeds William J. Peterson, vp, who becomes creative director of the Los Angeles office and creative tv coordinator for all six C&W offices. A successor to Mr. Twiggs at McCann will be announced shortly.

• **Frederick W. Overesch** has been promoted by McCann-Erickson to vp and management service director on the General Motors truck and coach account in its Detroit office. Earlier, McCann named Thomas King to work on the Buick account (*see story on Page* 8). Mr. Overesch has been with McCann since 1957. Prior to that he had been exec vp of Ross Roy Inc. and creative director of Maxon Inc.

• **Chester Kulesza,** formerly a tv producer at Bryan Houston Inc., has joined Tatham-Laird, New York, where he will be in charge of tv production. At Houston, Mr. Kulesza handled commercials for Dristan, which recently moved to T-L. T-L has moved to expanded quarters at 420 Lexington Ave.

• **Mars Inc.,** Chicago, will launch its heaviest advertising campaign in September led by two tv shows—"Walt Disney Presents" and "Broken Arrow" (ABC-TV). Co-sponsorship of the shows is for 40 weeks. Knox Reeves Advertising, Minneapolis, is agency for the candy company.

• **Schenley-I. W. Harper Distillers Co.,** which has been test marketing two of its bourbons (Schenley Champion and Cream of Kentucky), and a new gin (Schenley Smooth American) in 80-proof bottling in southern and western markets, is expected to expand its newspaper advertising for the brands in eastern markets early this summer. Ads for the gin, appearing currently in Connecticut, northern New York, Florida and Maryland, are featuring it as the ideal ingredient for a "naked martini." Batten, Barton, Durstine & Osborn is the agency for the gin and Schenley Champion; Doyle Dane Bernbach handles Cream of Kentucky.

• **Joseph Lieb** has resigned from Kenyon & Eckhardt, New York, where he has been vp and account supervisor on Pepsi-Cola. George Oswald, vp, has been named to succeed him on Pepsi.

• **Business Week,** New York, plans to move its advertising account from Royal & deGuzman to Needham, Louis & Brorby next September.

• **Heublein Inc.,** U. S. distributor of Harvey's port and sherry wines, has moved the advertising account for those imports from Lawrence C. Gumbinner Advertising Agency to Victor A. Bennett Co., New York which also handles Guinness stout for Heublein.

• **Libby, McNeill & Libby,** Chicago, will break national advertising this month for two new frozen concentrates—pineapple-raspberry drink and pineapple-strawberry drink. A color page will run in *Life* June 29, with small space newspaper ads set in 75 markets June 18 and July 16. A partial refund offer will be featured. In addition, Libby will offer a full refund in the Chicago area with a color page in the *Daily News* June 25 and a two-color half-page in the *News* and *American* July 1. Batten, Barton, Durstine & Osborn is the agency.

Geoghegan Is Named Y&R Exec VP; Barry Becomes Radio-TV VP

NEW YORK, June 4—Anthony V. B. Geoghegan, senior vp and chairman of the plans board of Young & Rubicam, has been named an exec vp of the agency.

He joined Y&R in 1924, the year after it was founded. Mr. Geoghegan is the agency's fourth exec vp.

Y&R also has named C.(Bud) Barry a tv-radio vp. Mr. Barry, a

C. Barry

A. V. B. Geoghegan

former ABC and NBC executive, resigned as president of NTA Television Network this week and will take over his new job at Y&R sometime in July.

Mr. Barry, who also has worked for MGM-TV and William Morris Talent Agency, will report to Peter G. Levathes, vp and radio-tv director. Mr. Barry, who does not directly succeed anyone, probably will take up some of the work load left by the departure of Davy Levy, who moved to ABC as a program vp, and by the death of Nat Wolff, a vp and talent and programming expert. #

Minor, Letscher Get Chrysler Corp. Posts; Dart Goes to Grant

(*Continued from Page* 1)

joined Dodge as an assistant regional sales manager in Pittsburgh. He came to the home office of

Jack W. Minor

Edward P. Letscher

Dodge as a sales supervisor in 1951, continued in various posts for Dodge until 1956, and in 1957 was named western area director for Chrysler Corp. group marketing. For the last year he has been on the staff of E. C. Quinn, corporate vp and general sales manager, who now is top executive for the three new sales divisions of Chrysler, of which Plymouth-De Soto is one.

■ It was also learned from Chrysler sources in Detroit this week that the advertising to accompany the new Dart line in Dodge division will be allocated to Grant, already handling the Dodge account.

Dodge policy against having two competing cars in the same dealer agency will be maintained. The new Dart will not be a so-called "small car" in the category of the recently announced Valiant of Chrysler, Ford's Falcon or GM's Corvair. It will be a series in the Dodge line, aimed to be directly competitive with the Plymouth, Ford and Chevrolet full-sized models in their price classifications above the economy line. It might be compared with Ford's smaller Edsel in this respect, and perhaps with Pontiac's lower-price models. Dodge is expected to ask its dealers also handling the Plymouth line to divorce from that connection. #

A GAIN
AGAIN
...AND AGAIN
This June's issue of LIVING will be
18.3
pages ahead of last June's. This is the sixth consecutive gain this year, giving LIVING a total gain for the year of
54.8
advertising pages.

For manufacturers of goods for the home and family, LIVING and its Time Of Purchase market is an increasingly obvious "must" medium.

The Time Of Purchase Magazine
LIVING
FOR YOUNG HOMEMAKERS
575 MADISON AVENUE
New York 22, N.Y.

Mrs. Smith Mattes Motheral Bridgman Bright Smith Mrs. Mattes

OUTDOOR ART—*Outdoor Advertising Inc. annual exhibit in San Francisco drew advertising executives and their wives to look at the award winners of the 27th national competition of outdoor advertising art sponsored by the Art Directors Club of Chicago. Present were Mr. and Mrs. Hugh Smith, OAI vp; Mr. and Mrs. M.A. Mattes, ad manager, Standard Oil of Cal.; J.G. Motheral, vp-San Francisco manager, BBDO; J. M. Bridgman, vp, McCann-Erickson, San Francisco; H. L. Bright, assistant vp and ad manager, Pacific Tele. & Tele. Co.*

Cultivate 'Jingly' Susceptible Teens, Fitz-Gibbon Says

(*Continued from Page* 3)
on the mortgage and taxes and insurance premiums, Bell Telephone, the friendly loan, on Edison, heat, meat, the plumber, the baker, and septic tank maker.

■ "While father gets poorer, his teen-age daughter is living high on the hog. How does she do it? Well, her allowance has a sacred place on the ledger. Also, she's the clue to that big careless item called 'miscellaneous.' And she is a big money earner. The average spendable teen-age income is more than many women living in $400,000 houses have to spend on themselves alone."

Miss Fitz-Gibbon waxed mellow: "Think of all that tender, young, rosy-leafed cabbage circulating around." And later: "The teen age is the green age—green meaning young, budding, flowering, healthy, strong, alive. Green meaning money.

"A girl in her teens is a woman," she maintained. "There's nothing like that wonderful, heart-rending world-shaking day when flat-chested Susie comes tearing into the home waving her first bra and shrieking, 'Look, Mom! No concavities'."

Miss Fitz-Gibbon became practical.

■ "Teen-agers are reachable They are open minded, impressionable, easy to sell. They have the longest buying future for your store. They have a passion for possession that oldsters have lost. They are not sated. They have not learned how to tune out, to edit out selling messages and sounds and impressions."

And she told the store people how to get the kids.

"Your fashion department is the wooing chamber. Get the teen-age fly to come into your parlor and little by little the web will be spun. Then when the girl marries, you haven't lost a customer, you've gained a gold mine.

"Roll out the red carpet. Strew the rose petals. And transfer the old-biddy saleswoman with one foot in the grave and the other in *Godey's* or the *Delineator*. You don't want any little old ladies running around stuffing tulle in decolleté bosoms and hiding the short-shorts in the incinerator. Put them out to pasture in ladies' neckwear.

■ "If you haven't struck that shimmering, glimmering teen-age lode, there must be something wrong with you, your department, your salespeople, your approach, your spirit, your fashions."

She told the store executives that teen-agers are "the only hale and hearty and truly healthy wedge of the buying public," and that "from 21 on, ladies and gentlemen, it's downhill all the way.

"Why keep plodding in the petrified forest when you can blaze a trail through the forest primeval with the teens? Follow the camp which has the desire as well as the dough, the oomph as well as the oof—cater to the teen-ager with the warm, glowing dream in her eye as well as the cold, hard cash in her hand. #

N. Y. SUGGESTS NAME BUT WILL BUY PACKAGE

(*Continued from Page* 2)
"the New York chapter instructed its delegates . . .

• "To suggest that consideration be given to the name, National Industrial Advertisers Assn. of U.S. & Canada, instead of Industrial Advertising Assn. Reason: with initials used to identify groups, there is real danger of confusion between the proposed name and that of the International Advertising Assn., which is very active in New York and is known as IAA.

• "To commend the O&D committee for the fine job it has done.

• "To vote for all 15 of the recommendations including the one on name change if no one takes kindly to our suggestion on this.

"The New York chapter," Mr. DeWolf added, "does regret that an increase in dues to national is necessary, and there is some feeling that this may result in a fall-off in membership. However, we do agree that no other alternative seems practical.

"The New York chapter can see no possible objection to adding a 'sustaining' class of membership."

Stars Gain, Re-runs Hold, New Shows Are Perilous for Summer Sponsors, Nielsen Says

(*Continued from Page* 2)
repeats of old films, but they also included most of what was offered in the way of ambitious fresh summer fare.

Booby prize in audience share drop went to Steve Allen's summer subs, Eydie Gorme and Steve Lawrence.

■ On the basis of these findings Nielsen concluded:

• "Continued use of new material through the summer usually improves share performance. The average 7% improvement must be balanced against continued winter-level talent costs.

• "Summer re-run telecasts can maintain winter share-of-audience levels.

• "Because of generally lower performance and fixed time costs, summer replacement programs must cost considerably less than re-runs to be as cost efficient."

To a non-researcher, it looks as though: (1) A wise sponsor who can afford it should try to talk his regular stars and producers out of taking a long summer vacation; (2) re-runs have again been confirmed as a safe choice with strictly limited returns, and (3) statistically you're licked even before you start a new summer show. #

Aeronaves Airline, Manager Hotel Chain Set Joint Campaign

(*Continued from Page* 2)
dente Hotel, part of the Nacional Hotelera chain.

Promotion pieces are going into all Aeronaves Mexico City flights, as well as into all Manger hotel rooms, and a special mailing is planned to the chain's 50,000 credit card holders, plus travel agents across the country.

■ Advertising, built around a Mexican motif, will run in *Cue*, *The New Yorker*, the *New York Herald Tribune*, the *New York Times* and 17 newspapers in Manger chain cities. Aeronaves ads will feature the Manger Vanderbilt, in New York, as background for their copy theme, "Mexico is closer than you think."

Ellington & Co., agency for Manger, will place about $50,000 worth of the campaign, and Harry W. Graff International, Aeronaves' agency, the rest, it was reported. #

Pat Norman Joins KTVI

Pat Norman, former assistant advertising manager for the Rawlings Sporting Goods Co., has joined the local sales staff of KTVI, Channel 2, St. Louis. Mr. Norman, son of Bill Norman, former manager of the Detroit Tigers, also worked in the publicity department for the old St. Louis Browns.

Lynnes Publishing Moves

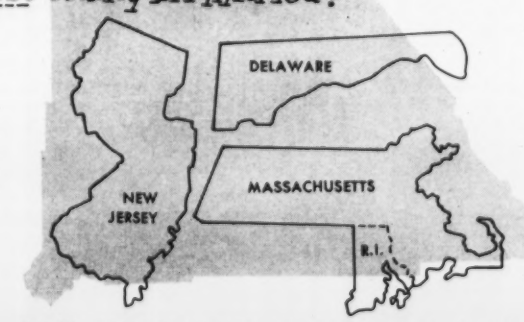
Lynnes Publishing Co., publisher of *Poultry Supply World* and *Blue Book of the Poultry Industry*, has moved its headquarters from Elmhurst, Ill., to 9 N. Main St., Lombard, Ill.

SAVE $ SAVE $ SAVE
Lowest Cost Duplicating Service MAGI-COPY
Office Copy Machine Owners! Photostat Users! Need 3—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

Which is the largest county in America?

San Bernardino county, California. A county consisting of 20,131 square miles, larger in area than the states of New Jersey, Massachusetts, Delaware, and Rhode Island combined. It is the larger portion of Southern California's 3rd metropolitan market. It is a completely independent area located 60 miles from Los Angeles.

Less than ½ of 1% of the total circulation of the 4 Los Angeles metropolitan newspapers enter this area.



You'll want to know more about this important market which is the 27th largest in the Nation, 6th on the Pacific Coast and 4th in California. Contact your Cresmer and Woodward representative for our new market study or write to the -

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

Systems Engineer

Vice President In-Charge-of-Operations-and-Engineering

President (Manufacturers' representative)

Company President

Account Supervisor

Merchandising Manager

Executive Vice President

Product Manager

Sales Manager

Important Readers and Advertisers in the Electronics Industry...

9 men who took the stand for electronics

I. Allen Mitchell, President, United Transformer Corporation, says:

To me electronics has a peculiarity. It has excellent technical coverage. It has the most pages of advertising, and naturally I want to keep abreast of the industry in terms of the products shown in the ads.

Dr. Wright, Vice President In-Charge-of-Operations-and-Engineering, Tung-Sol Electric Incorporated, says:

It's not too highbrow, yet it's not a gossip sheet. It's an excellent middle-of-the-road job of reporting technical and business developments. electronics does a down-to-earth reporting job.

Arthur E. Harrison, Systems Engineer, Grumman Aircraft Engineering Corporation, says:

electronics is a magazine that is edited for the work-a-day engineer, his jobs, and his problems. It offers broader coverage of the electronics industry than any other publication. I am thinking all the way from computers through instrumentation to communication and navigation.

Paul Odessey, Executive Vice President of Polarad, says:

To the individual engineer, it is a matter of personal accomplishment to have a paper published, or a news item appear relevant to his standing in the field. electronics is the important source for purchasing electronic components, materials and services.

Paul G. Yewell, President, Yewell Associates, Incorporated (Manufacturers' Representative) says:

. . . I have been reading electronics for years and consider advertising in the publication is fundamental in any sales program aimed at the electronics industry.

Paul Petrack, Product Manager for silicon products, ITT Components Division, says:

(electronics helps create new business for ITT) . . . by keeping me aware of new developments in industry, the state of the art, and market potentials for existing products, we are better able to direct our efforts toward meeting our product goals.

Norman Allen, Account Supervisor, Mohr & Eicoff, Incorporated, (Advertising Agency) says:

I regard electronics as an indispensable medium of advertising — because it represents one of the strong 'thinks' in Burnell's (a client's) production plans.

Edward L. Grayson, Sales Manager, the Daven Company, says:

electronics is the keystone of our advertising campaign because we know engineers and engineering-management read electronics first. It carries more weight with our customers than any other publication. We spend more advertising dollars in electronics than any other medium.

Clark W. Fishel, Merchandising Manager, Texas Instruments Incorporated, says:

Because — due to its editorial format and circulation — it covers the industry like a blanket. Certainly I know that we can buy magazines with a cheaper rate per gross thousand or with more readers in some specific category . . . but nowhere else can we find such a catholic combination. Naturally we advertise heavily in it.

If it's about electronics, it's advertised and read in electronics.

electronics

Published WEEKLY plus the mid-year electronics BUYERS' GUIDE

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

THERE'S A NEW MAGIC TO THE MAGAZINE PAGE

In the pleasant hum of current comment there are these refreshing and recurring phrases: "*You've made me an enthusiastic magazine fan all over again.*" "It's like sunlight." "*I can't put the darned thing down.*" "McCall's is just unbelievably fascinating—I read and read, and look and look, spellbound." "*Your whole wonderful magazine is the talk of our group.*" "My husband says I've been hypnotized; he's never seen me so captured by any magazine before." "*Suddenly you make it seem more marvelous just to be a woman.*"

Thus readers. (The March and April and May issues sold out at the newsstands.)

Hardly less gratifying are notes and comments from advertisers, and their advertising agencies: "*It is quite possible you have set a brand new standard for magazine publishing.*" "With March we thought you had done it, with April we felt you'd done as well by accident, but with May we must admit it seems neither accident nor luck." "*We have called our staff together to go over these stunning issues, page by page.*" "You may very well have begun a job bigger than some of us now imagine, that will reestablish the incomparable magic of the magazine page and lift magazines to a level higher than ever before."

June issue now on sale. (Last minute item: Next month's issue, July, closed with advertising linage up more than 21 per cent over July 1958!)

McCALL'S...THE MAGAZINE OF TOGETHERNESS